

AMERICAN ARTISAN and Hardware Record

Vol. 81. No. 5.

620 SOUTH MICHIGAN AVENUE, CHICAGO, JANUARY 29, 1921

\$2.00 Per Year.

F. Dieckmann

WHEN you use conductor elbows and shoes bearing the above Trade Mark STAMPED in the back of each piece, you can be sure you are using good quality material and properly made fittings. Our large plant is devoted exclusively to the manufacture of elbows and shoes—our products today representing the result of over 40 years of experience in supplying the trade with first quality conductor elbows and shoes.

*Dieckmann Elbows and Shoes fit
without clipping or soldering.*

Our elbows and shoes are made of one piece of metal and have no seams. Crimps are on the body of elbow leaving the back and inside perfectly smooth. They are made in several kinds of quality metals and in all desirable shapes, styles and angles.

Your Jobber Can Supply You

Write him today for prices on your next order.
Ask him or us to send you our latest catalog.

**The
Ferdinand Dieckmann
Company**

P. O. Station B, Cincinnati, Ohio

This illustration shows elbows of all angles from 10 to 90°. Notice how each cluster of Dieckmann elbows hugs the wall.

With Dieckmann short angles you can get around sills, cornice mouldings and all other projections thus preventing the undesired soldered break in the pipe.

A REPUTATION BUILT ON QUALITY

The giving of satisfaction to your customers is the solid foundation on which to build business success.

Great care should be taken to determine whether the article sold to your customers will give the best possible service.

Clark Jewel Oil Stoves are stoves of Quality. They are the kind of stoves your customers want. The excellent operation and durable construction of Clark Jewel Oil Stoves give complete satisfaction to every user.

They save Time—They save Oil.

Write for your copy of No. 112 Catalog today

GEORGE M. CLARK & COMPANY

Division American Stove Company

CHICAGO



The 1921 GILT EDGE Agency

It's a Gilt Edge year—Gilt Edge agencies are being taken up by more dealers—more Gilt Edge Furnaces are being sold because—Gilt Edge advertising and sales cooperation are keeping the name and superiority of Gilt Edge constantly before the 1921 buyers and builders

This means more Gilt Edge sales for you—it means sign up now with



The GILT EDGE Liberty Furnace

If you don't know how great a heater it is write us and we will gladly tell you all about it. Here's a few pointers—extra long fire travel radiator—specially constructed fire pot and combustion dome and fuel-saving Anti-Clinker Grate—now

*Write today for our complete
catalog, dealer help information
and agency proposition*

R. J. Schwab & Sons Co.

285 Clinton Street, Milwaukee, Wis.

FOUNDED 1880
BY
DANIEL STERN
Thoroughly Covers
The Hardware, Stove,
Sheet Metal, and Warm
Air Heating and Venti-
lating Interests

AMERICAN ARTISAN and Hardware Record

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Every little while somebody breaks out in print with a suggestion as to how criminals can be stopped from using revolvers in the pursuit of their "business."

Would Kill Sale of Revolvers.

The latest and most drastic of these suggestions appeared in a recent issue of the "Chicago Daily Tribune." It was very simple: "Just stop the private manufacture and sale of revolvers, and all your troubles will be over."

One of the judges on the Appellate Bench, Mr. Justice John M. O'Connor, has endorsed this same suggestion in the following statement:

"It seems almost incredible that for years we have had various organizations for the suppression of crime in Chicago and none of them ever suggested that the revolver be put out of business. Laws and ordinances have been passed imposing heavy penalties for carrying such weapons, but, in my judgment, these laws are not the result of sound reasoning or straight thinking. They commence at the wrong end. The bandit, of course, cares nothing for these laws, and if an honest citizen is found carrying a revolver for self-protection, under the law he is apt to be sent to the penitentiary."

The judge is absolutely right in his contention that the present laws in Chicago and in many other cities and states pertaining to the carrying of revolvers are of no real value, because they do not in any way stop the criminal from securing one of these weapons.

These laws were passed to appease public opinion, and few of the law makers had much—if any—conception of whether the laws they helped enact would really accomplish the purpose in view.

The principal reason for the indifference of the criminal class to any of these laws is the obvious fact that law enforcement is so

extremely lax in practically every city.

Once, however, let the hold-up fraternity know that if one of them is caught and has a revolver or any other weapon on his person or has made use of it in his "profession," that very fact will be prima facie evidence that he was engaged in some criminal enterprise, and that the additional punishment is so severe that it will keep him in jail for a long term if not for his entire life—and Mr. Hold-up-man will stay away from the pawn shops except when he wants to borrow money; he won't even look at a revolver.

If the criminal classes were confining their selection of deadly weapons to revolvers alone, there might be something to the suggestion of the "Chicago Daily Tribune," but they are very liberal and altogether free from discrimination in this matter: Black Jacks, loaded gas pipes, razors, daggers, shot guns, pocket knives, flash lights, poisons, rope, iron chains, and hundreds of other articles are used by them as regular tools of their trade. Would the "Tribune" sponsor the nationalization of the manufacture and distribution of these also?

It is easy enough to suggest anything, provided the suggestor is not required to take the logical consequences of his "advice."

Would, for example, the Chicago Daily Tribune "admit for one moment that a government censor should hold up any of its editions until he had satisfied himself thoroughly that no misstatement of any kind appeared in that particular issue?"

And yet, such a step would appear to be perfectly justified in view of the scores of unintentional misstatements that appear, both in its news articles and in its advertising columns.

No—hold-ups and murders will not be stopped, nor even cut down in number, by having the Federal Government take over

the revolver factories, any more than the present libel laws have kept irresponsible reporters from making misleading and erroneous statements in their news items.

But—it behooves the legitimate retail hardware dealers and the law abiding wholesalers and manufacturers of revolvers to be on the watch against attempts to legislate their business out of existence.

It also behooves them to look after the judges and jurors who are "lenient" with the hold-up tribe.

Let the laws be enforced that deal with criminals in such a manner that these gentry will prefer to go about their nefarious business without revolvers.

♦ ♦ ♦ ♦ ♦

Four months from the day when President-Elect Harding assumes office, all the banks of America will be closed. This is, at first blush, a truly alarming prediction. Timid merchants who are losing sleep over other predictions of continued depression will probably have a high fever when they read this forecast. Yet there is as much warrant for worry in the positive assertion that all the banks of America will be closed four months from the date of the presidential inauguration as there is for the belief that business is rapidly going to the demnition bow-bows. Take a look at your calendar and you will perceive the reason.

♦ ♦ ♦ ♦ ♦

One of the big Chicago newspapers gives a prize of fifty dollars every day to some person whom its reporter adjudges the most genuinely polite man, woman or child encountered in his quest for examples of unusual courtesy. He finds polite people everywhere—in stores, factories, trains, offices and banks. But he awards the prize only to those who combine politeness, with patience and cheerful service.

The merchant or salesman who is sincerely polite to his customers is sure of substantial reward in the form of increased sales. When he earns a reputation for patient, intelligent service and cheerful disposition, people actually go out of their way to trade with him. But the biggest benefit is to himself apart from the profit in dollars and cents. It is the

benefit to his self-development—the enrichment of his character.

♦ ♦ ♦ ♦ ♦

It goes without saying that the great majority of progressive, successful hardware dealers are members of their State Retail Hardware Association.

**Attend the
Hardware
Conventions.**

They are members because they realize that by this very fact they place themselves in position to receive a large number of benefits through co-operation with their fellow merchants.

It is true, however, that a large percentage of the members of the various State Associations are not in the habit of attending the annual conventions of their particular organization.

And because of this very fact, they deprive themselves of many benefits which in their effects would pay many times the amount spent for transportation, hotel bill, etc.

Make up your mind, right now, Mr. Hardware Man, if you belong in the class mentioned in the foregoing paragraph, that this year you will attend your State Convention.

Go there prepared to take part in the Question Box discussions. Note down one or more questions that have been bothering you. Some one will give you the solution you have been seeking—and you will reciprocate by helping someone else out with his problem.

Just paying membership dues does not make you a valuable member of your organization. It is only by being active that you will derive much benefit and be of any real value to your fellow members.

♦ ♦ ♦ ♦ ♦

If you want to prosper in business, you must learn to like your customers. To do so you must school yourself against the deception of first impressions. Everyone has some good quality and some agreeable trait of character.

**Learn to
Like Your
Customers**

Be on the lookout for that quality or trait. Train yourself to disregard the peculiarities of people which do not please you. You will be surprised at the good results. It won't be long before you have scores of friends who come to your store to buy because they have a kindly feeling for you.

Random Notes and Sketches

By Sidney Arnold

My friend H. E. Marsh, Manager of Sales the Marsh Lumber Company, Dover, Ohio, came to see me this week. He is the proudest uncle between the two oceans of America. His chief delight is in telling about the cunning ways of Ruth Eleanore, the daughter of his brother, A. C. Marsh, president of the Company. She is only three weeks old.

* * *

A. W. Glessner, President Excelsior Steel Furnace Company, Chicago, Illinois, leaves this week for his annual vacation. He will join his family at Hotel Florence, Florence Villa, Florida.

* * *

"Go on and howl into that," said the distracted father of twin infants, as he held them yelling at the top of their lungs close up in front of the receiving horn of a phonograph, "and then later on you'll know what you owe to your parents."

* * *

Ira Andrews, the newly elected city clerk of Terre Haute, is active in Sunday school work. Last Sunday he advised the children of his class that the morning study would be about Ruth, referring, of course, to the gleaner.

"Now," said Andrews, after introducing the subject, "who can tell me anything about Ruth?"

Up went a little hand in the rear of the class.

"Well, Willie," asked the teacher, "what do you know about Ruth?"

"He made fifty-four home-runs this season," was the answer.

* * *

When you explain a commodity to a customer, be sure that you understand it.

Don't be like the darky in this story:

Two Florida darkies were watching a balloon ascension. The younger darky looked up at the big bag in amazement and then said:

"I wonder what keeps that ba-loon up in the air that-a-way?"

"Well," replied the older darky, "it is caused by various causes. Sometimes it is caused by one cause, and then again sometimes it is caused by another cause."

* * *

"Why did you offend that customer?"

"You know I have just been transferred from hats to books. He said he wanted something intellectual."

"Well?"

"I thoughtlessly took my apparatus and started to measure his head."

* * *

"How large is the apartment house you live in?"

"Well, I don't remember the exact dimensions," replied Mr. Flatson, "but it's so big that when we asked the janitor for heat on Sunday morning steam didn't get around to the radiator till the next Thursday."

"Have you not appeared before as a witness in this suit, madam?"

"No, indeed! This is the first time I have ever worn it."

* * *

The two village trouble makers had gotten into a row and the matter was up in court. Uncle Wash, an old gentleman of color, was a witness.

"Now, uncle," said the lawyer, "tell me just what conversation occurred."

"I kain't jes' remember it all," replied the candid Wash, "excep' dat each one was callin' de other what dey is."

* * *

Every man takes care that his neighbor shall not cheat him. But a day comes when he begins to care that he does not cheat his neighbor.—Emerson.

* * *

It takes a hustler to distinguish the difference between an obstacle and a hindrance in his path.

* * *

Here is Abraham Lincoln's formula for happiness:

"Do not worry; eat three square meals a day; be courteous to your creditors; keep your digestion good; exercise; go slow, and go easy. Maybe there are other things that your special case requires to make you happy, but, my friends, these I reckon will give you a good lift."

* * *

Ali Baba tells us: "The only things worth saying are those all men know, but, which, mayhap, they have forgotten."

* * *

Gertie—Did you see Cora Thesiger's collection of rare old china?

Gladys—Yes, her family must have been quite poor.

Gertie—Nonsense! Why do you think so?

Gladys—Well, if they had been able to keep servants, she would never have had that collection of rare old china.

* * *

Wouldn't this be a hard world to live in if we were compelled to do all the things we tell other people we would do if we were in their place?

* * *

When a girl thinks a young man is almost good enough for her, she is sure to think he is too good for any other girl.

* * *

A man was being tried for selling illicit whisky. The liquor was offered in evidence. The jury returned after taking fifteen minutes to come to a decision.

"What is the verdict?" asked the judge.

"We would like more evidence," replied the foreman of the jury.

* * *

A girl was asked to explain why men never kiss each other, while women do. She replied:

"Men have something better to kiss; women haven't."

* * *

Gossip is the submarine of conversation.

Godskeson at Clinton, Iowa, Knows How to Sell Stoves At a Good Profit.

This Hardware Dealer Carried Over Only Eight Stoves of All Kinds from Last Year's Purchases.

In Clinton, Iowa, a bankrupt hardware stock was sold some twelve years ago to two men for \$2200.00, the greater portion of which was borrowed.

One year later, one of the partners got "cold feet" and sold out his interest to Otto Godskeson, the other partner, who had to borrow money to pay him off.

Today, the Godskeson Hardware Company occupies a fine corner building on two of the principal business streets. The stock is somewhere around \$25,000.00 in present day value, and Mr. Godskeson, the principal owner of the business, has paid his bills, including the nearly \$1500.00 he borrowed eleven and twelve years ago.

There are five other regular retail hardware stores in Clinton. Some of them are considerably older, and several other hardware dealers have gone out of business in the city during these twelve years, so that it is only reasonable to imagine that Mr. Godskeson did not have things his own way while he was getting established as a hardware merchant, nor even after he "got on his feet."

Having things your own way, is not conducive to progressive tactics, however, and our friend took things as they came; sometimes he went out and met them half-way. He wasn't looking for trouble, of course, but when he saw competition coming he met it—with the right sort of merchandise, the right sort of service and the right price—with the result, as noted, that today he is counted as one of the successful and substantial business men of his city.

As an indication of how he operates, it is only necessary to cite the case of his stove department.

When the writer called on Mr. Godskeson in the early part of January, he had two cook stoves, two enameled ranges, three gas ranges and one heating stove in stock, while at other stores in Clinton much larger quantities were still on the floor—and let it be remembered that he did not stint on his stove purchases last year.

No—the Godskeson Hardware Company is not in the habit of waiting for trade to come in.

They go out and meet it half way. In fact, they go farther than that, for when the dull periods come there is always some sort of message—either verbal or

by printed announcement or by letter—to remind Mr. and Mrs. Jones, ten miles out in the country, that when the right time comes, there is a new kitchen range or heating stove on the store floor for them—sold at a fair price and thoroughly recommended.

Or if it is nearing canning time, the good housewife is informed that she can buy just the size and kind of preserving kettle and fruit jars or the new-fashioned friction top cans that she needs—at a fair price.

Mr. Godskeson is not a believer in cut price sales in the general acceptance of that term. He sets a reasonable margin of profit on his wares and marks them accordingly. Price is most decidedly not a strong selling argument in his store. He is not at all afraid of letting his customers know that it is necessary for him to make a profit—and they do not appear to doubt his word, nor do they seem to think it strange to think that he should have need for a fair profit.

But sometimes the matter of prices does come up, such as for instance when a retail mail order buyer comes in to "give him a show"—and this is how "Otto" handles such a case:

A farmer wanted an oil heater. He had seen one in a mail order catalog priced at \$5.79. Those on display in the store were marked

from \$7.50 to \$10.00, and of course, Mr. Mail-order-buyer objected to the "high" price-profiteering and all that.

"Just hold your horses a while," said Godskeson, "take a look at this heater and then read the description of the \$5.79 number in the catalog. It doesn't fit ours at all, for ours is bigger, and has a much better appearance, with nickel and enamel trimmings.

"But if you really want one of the cheap kind, we can furnish it to you, and you won't have to pay freight charges on it. We don't recommend that grade, however, any more than we would recommend a cheap cast iron cook stove in comparison with one of these fine enameled ranges."

Then he had one of the clerks in the store bring out an exact duplicate of the mail order heater, kept for that purpose, and placed it alongside of his regular

GODSKESON'S STOVE RULES:

1. Sell yourself on your line.
2. Sell your salespeople on your line.
3. Cut prices do not increase profits.
4. Make sure that your customer knows all about operating the stove he buys.
5. Rectify all matters of disappointment or dissatisfaction at once — without any limitation whatever.
6. Don't wait for trade to come in. Go out and invite them.
7. Have explicit agreement as to payment on all credit sales.

line.

The farmer compared them and without further comment bought one priced at \$9.00.

With regard to the gas range proposition, Mr. Godskeson said that they had practically no trouble from competition on the part of the local gas company, in spite of the fact that he is not selling his goods on the usual installment plan.

"We have two ways of selling on credit," said he in explanation. "When a householder desires to buy a stove of any sort on credit, we always make sure that he is worthy of credit. If he is, the sale either goes on his regular account with a definite understanding as to when it is to be paid for, or he pays from one fourth to one half at once and the rest in three or four installments at specified dates. We don't take a chattel mortgage or have him sign any papers. Either his credit is good or it isn't. If it is good, we don't need the mortgage, and if it isn't, and he "skips," the mortgage wouldn't do us much good anyway, so far as getting our pay."

Says Stove Prices Are Down to Rock Bottom.

New prices of the products of the Abram Cox Stove Company, Philadelphia, Pennsylvania, were announced at a dinner of the salesmen of that concern, January 21st, at Hotel Walton, Philadelphia.

The new figures were said to be "down to rock bottom" and the employes were given credit for the reduction by reason of their voluntary acceptance of a cut in wages.

The employes, acting under the John Leitch plan of industrial democracy, adopted a resolution on the day before Christmas in which they proposed to the management a voluntary reduction of 15 per cent in wages.

That was done on account of the present depression in business and a genuine desire to help things along by aiding in reducing running expenses.

The Leitch plan consists of a congress of workmen, a senate of foremen and a cabinet of company officials.

Engman-Matthews Range Company Builds New Factory.

Two years ago the growth of Engman-Matthews Range Company's business was such that they began to feel cramped in their old quarters, and began formulating plans for a new factory big enough to take care of the demand for "Range Eternals." Goshen, Indiana, just 30 miles from their old home in South Bend, was selected as the most desirable location for the new plant.

A site of 18 acres on the main lines of the New York Central Railroad was purchased and ground broken last May. Favored by good weather, the work progressed rapidly to completion, and now every department of the new plant is in operation.

The capacity of the new plant is 75,000 finished ranges a year. The main building is 80 feet wide and more than 1,100 feet long. There are also 4 large wings, an office building, garages and other units.

The progressive one-line assembly method has been

developed to a fine point. Materials go in one end of the plant, work down through its length, and come out at the other end as finished, inspected and crated Range Eternals ready for shipment. There is no lost motion, no doubling back, anywhere in the plant.

Down the center of the main building run two one-way trucking aisles. Electric trucks, using these aisles, distribute all the parts to store rooms which line the north side of the main building. Each finished part is stored in a room directly opposite the place where it will be needed for use in the range.

After the range bodies are formed and welded, they are placed on one end of a link-belt slat conveyor which sets level on the floor. This conveyor is 5½ feet wide and 360 feet long. The "Range makers" and inspectors are stationed at certain intervals along the conveyor. Each man has one operation to perform on the range. As the conveyor travels slowly along (2 to 4 feet per minute) each man down the long line performs that one operation. When the range comes off the end of the conveyor, it has been made, inspected and crated and marked for storage or for shipment.

Approved safety devices are installed throughout the plant wherever necessary. There is a completely equipped first aid room. Shower baths and lockers are provided for the men.

In the basement of the office building there are well equipped recreation and club rooms. The bowling alleys, reading room, kitchen and lounge make these quarters very attractive evenings for the office and factory workers.

Urges Public to Buy Now.

Deploring the impression in many quarters that the "thrift" movement means to put money away and to economize on the necessities of life, W. F. G. Koelsch, chairman of the advisory committee of the National Prosperity League and president of the National Association of Credit Men, has issued a statement strongly urging a resumption of the orderly purchases as best calculated to open up factories and halt the army of unemployment. Mr. Koelsch, who is also president of the New Netherlands Bank, New York, said:

"The Prosperity Bureau's national survey of unemployment is beginning to show that the public has somewhat awakened to the dangers of increasing idleness.

"As yet we are sure that the buying power of the nation has not become seriously impaired—it is only put out of jar.

"The danger all along has been that the public might contract the habit not to buy. It would take a long time to get things back to normal, if this continued."

Mr. Koelsch added that a strong note of optimism was discernible among manufacturers and that the only discordant notes were unexpected additions to the ranks of closed factories and the spread of wage reductions into more industries.

Thinking may be hard work when it comes to thinking of methods of increasing business, but it is the kind of hard work that pays.

The Week's Hardware Record

*What Retailers, Jobbers, and Manufacturers Are Doing.
Latest Selling Methods. Experiences of Successful Men.*

OPTIMISM MARKS PAINT AND VARNISH INDUSTRY.

With the banks working with real estate interests and great strides being made in regard to proposed building operations in the West there is naturally considerable optimism in the paint and varnish industry despite the present period of readjustment through which the trade is now passing.

Several of the large manufacturers of ready mixed paints have lowered their prices again, despite the announcement last November that the cuts made at that time were to stand until next July.

It is now expected that the retailers and jobbers will show more interest and prepare for a good spring demand.

While business in the lead pigments is still quiet following the recent decline of a cent a pound, corrosion lookers look for an improved demand later on as consumers are believed to have small stocks on hand.

No change has as yet been made in zinc oxides, but the situation is an easy one owing to the recent drop in lead pigments and a readjustment of values is looked for this week. Manufacturers are working on contracts, but with some revival of demand noted from the automobile industry the forecast is for better business.

Lithopone holds steady and although the demand is quiet producers hope to hold prices until April.

A waiting attitude on the part of both buyers and sellers is in evidence in the dry color market and although prices are at the low of the season for some lines producers look for an upward trend as soon as there are any signs of renewed activity.

As far as iron blues are concerned the trade has suffered recently by the dumping of foreign goods on the market, but the cuts made to meet this competition are believed by many to have been too drastic.

Blacks have not shown much change, browns are quiet, greens are about steady and chrome yellows are slightly easier.

Following the close of the inventory period some varnish gum interests report a slight improvement in the demand as it is believed the total stocks carried are smaller than looked for and that there will soon be replenishment of holdings.

Prices are down to about the low of the season and importers are preparing for an active spring trade.

Butler Brothers Write off Loss of \$7,750,000 Due to Depreciation.

Readjustment in the merchandising business caused Butler Brothers, Chicago, a loss of \$7,750,000 in the last three months of 1920, according to the annual report recently issued.

This loss, incurred either through sales or inventory depreciation, was written off from profits, leaving net earnings for the year of only \$747,524. The regular quarterly dividend was declared, but as the result of maintaining dividends surplus was decreased \$1,493,167.

"We have taken inventories on the basis of actual replacement or market value, thus taking in 1920 the entire loss caused by recent radical declines in commodity prices," President Frank S. Cunningham said in his report to the stockholders.

"In the fourth quarter the sale of many goods at less than cost, plus inventory depreciation on December 31, 1920, wiped out all net earnings for the year except \$747,524. Depreciation loss on goods sold in the last quarter was \$2,945,000. Actual depreciation in inventories was \$4,821,000. Total merchandise depreciation loss, therefore, was approximately \$7,750,000. We believe the policy of writing off all our loss now has meant a smaller long-run loss than if we had carried part of it into 1921."

Large Additions Are Made to Plant of E. C. Atkins & Company.

The plant of E. C. Atkins and Company, Indianapolis, Indiana, manufacturers of Silver Steel Saws, Saw Tools and Machine Knives, has become so crowded that buildings are being enlarged and erected continually.

No sooner was an additional story completed to the handle factory, than a four story addition to the power plant and a three story building were started. The company needed more floor space to take care of the expansion of the different departments and the two new buildings will give additional floor space of about 60,100 square feet.

The first floor of the power plant building is to be used as an engine room, from which they will generate their own electricity. The other three floors will be used for factory purpose, one for the cross-cut getting-out department and the other two floors for hand saw packing. In the three story building the basement will be used as a grindstone cellar, one floor for cylinder saws and the other floors for narrow band saws.

Your attention is directed to an exclusive feature of AMERICAN ARTISAN AND HARDWARE RECORD. It has the distinction of being the only publication which gives Western hardware and metal prices corrected weekly. You will find these prices on pages 46 to 51 inclusive.

Good Ideas for Window Display

Practical Lessons from Exhibits in AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition. How to Get More Passers-By to Come into Your Store.

WINDOW DISPLAY OF SHAVING SUPPLIES DRAWS TRADE.

The art of window display has long since passed the stage of experiment.

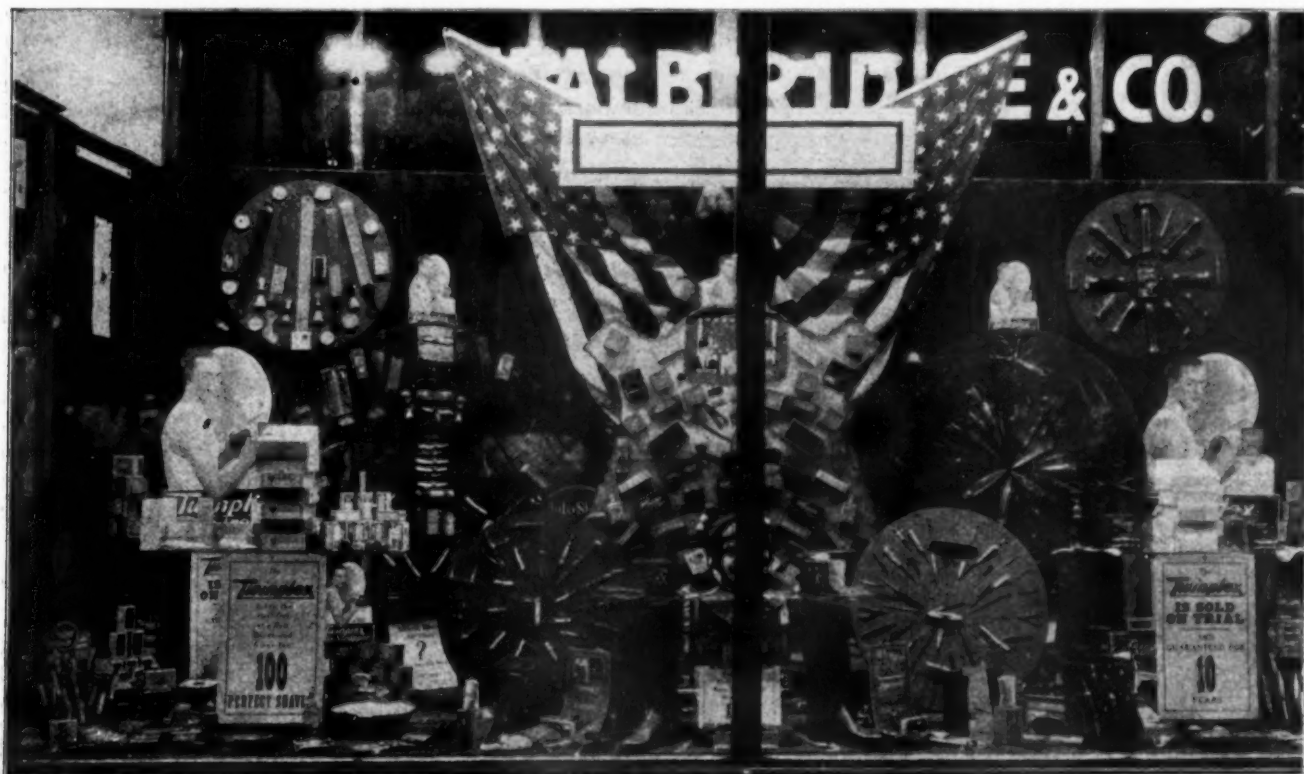
Its main principles have been clearly established by experience.

It is definitely known what color contrasts, lighting effects, and arrangement of goods will stimulate buying desire in the passer-by.

dow trimming are becoming better understood in the hardware trade is evidenced by the window display shown in the accompanying illustration.

This exhibit was arranged and designed by Philip Leavy for Walbridge and Company, Buffalo, New York.

The display was shown during the holiday season in the month of December. Consequently, emphasis was placed upon the usefulness of the articles as gifts.



Window Display of Shaving Supplies Designed and Arranged by Philip Leavy for Walbridge and Company, Brooklyn, New York.

Also, the things to avoid in making window displays are fairly well determined.

Unity of ideas is the first essential. That means that there must be no distractions within the display itself.

In other words, objects which have no relation to the central theme of the window exhibit must be excluded.

Nothing must be used in the design and arrangement of the window display which distracts attention from the impression desired to be conveyed to the prospective customer.

Thus, for example, in a window display of washing machines, the introduction of a keg of nails or a box of butts and hinges would have a weakening effect, because such articles have nothing whatever to do with the sale of washing machines.

That the general principles governing effective win-

Various makes of widely advertised safety razors, stropers, small and large strops and a complete line of manicure sets and scissor sets were exhibited.

Especial attention was called in the display to the Twinplex strop as the best gift for men.

Directly traceable to the impressions of this window display, a big increase of sales took place. Walbridge and Company reported more sales of shaving accessories during the three weeks that this window display was on exhibit than during the four preceding months.

The good results of such a window display are not limited to the time that the display is in the window.

The Company states: "We have hundreds of calls later on for something seen in the window."

The designer of this window display deserves especial credit for the liberal use of white effects throughout the display.

These effects are accentuated by the excellent light-

ing of the window and the strongly contrasting background.

Window Display Competition Is Drawing to an End.

If for any one of a thousand different reasons you have not yet entered one or more window displays in AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition, it is not too late to do so.

By this time you have finished all the details of inventory.

It is barely possible that you are feeling somewhat glum about the business outlook.

Perhaps you are wondering how you are going to speed up the volume of your sales.

In order to do that, you will have to get more people to come into your store and buy the things which you have for sale.

People need hardware and similar commodities. They need them as much now as they did a year ago or ten years ago.

The only difference is that they do not respond so easily to selling appeals as they did at the crest of the wave of prosperity.

But the needs exist. However, it requires more selling effort to get people to buy the articles which they must have sooner or later.

Experience has clearly proved that window advertising is one of the best ways to stir buying desire and to stimulate sales.

The window display competition now drawing to an end affords an ideal opportunity for putting forth one's best efforts in planning and carrying out resultful window displays.

February 15th is the last day when photographs of window displays may be received for entry in the competition.

The time intervening is short but not too short for doing big things.

When you read these sentences, put yourself into the right frame of mind. Push aside minor claims on your attention and concentrate on producing the very best window display of which you are capable.

Have photographs of it made. Write a clear description of its make-up and send them without delay for entry in AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition.

The regulations of the contest are easy to observe, they are as follows:

Award of Prizes.

The prizes will be awarded as follows:

First prize, \$50.00 in cash, for the best photograph and description received of window display of hardware or kindred lines;

Second prize, \$25.00 in cash, for the photograph and description second in merit;

Third prize, \$15.00 in cash, for the photograph and description third in order of excellence;

Fourth prize, \$10.00 in cash, for the photograph and description fourth in degree of worthiness.

Conditions of Competition.

The conditions of the competition are as follows:

The photograph must be accompanied by descriptions of how the window displays were arranged and

the materials used. The description is important and hence should be adequate. These photographs and descriptions may be sent by mail or express, charges prepaid, and must reach this office not later than February 15, 1921. Address all photographs and descriptions to AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition, 620 South Michigan Avenue, Chicago, Illinois.

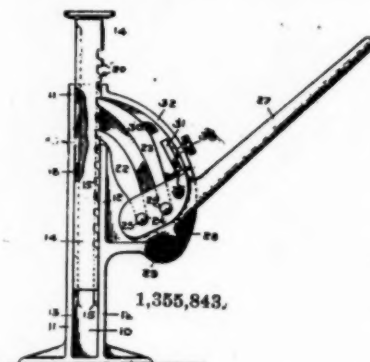
Each photograph and description must be signed by a fictitious name or device and the same name or device must be put in a sealed envelope containing the real name and address of the contestant. This sealed envelope is to be enclosed with the photograph. Contestants are permitted to enter as many photographs of displays as they please.

A Competition Committee of three will be appointed. One of them will be an expert window dresser and one an experienced hardware man. This Committee will pass upon the merits of all photographs and descriptions received, without knowing the names or addresses of the senders, and will decide the winners of the Competition.

AMERICAN ARTISAN AND HARDWARE RECORD reserves the right to publish all photographs and descriptions submitted.

Gets United States Patent Rights for Lifting Jacks.

Albert Neal, Kokomo, Indiana, has procured United States patent rights, under number 1,355,843, for a lifting jack described in the following:



A lifting - jack comprising a tooth lifting - bar, means for supporting said bar parallel with its longitudinal plane of travel, a rocking actuator-lever pivoted a determined lateral distance from said bar, a pair of pawls pivoted to said lever

and sufficient distances from its pivot to cause disengagement of both pawls from the bar with the lever depressed below its normal range of travel, a stop-plug carried by one of said pawls, and a stop susceptible of being moved into and out of the path of travel of said stop-lug at the will of the operator.

Flashlight Company Gets Charter.

The Adel Flashlight Company has been incorporated with a capital stock of \$20,000 by J. and B. Adelman and L. Engelson, 553 East Third Street, Brooklyn, New York.

Who Manufactures the Eureka Fence Stretcher?

TO AMERICAN ARTISAN AND HARDWARE RECORD:

Can you tell me who makes the Eureka fence stretcher?

C. R. OBERHOLTZER,
Angola, Indiana, January 22, 1921.

Faith in America's Power of Recuperation Is Shown By Indiana Retail Hardware Association Convention.

We Have Unlimited Natural Resources and All That Is Needed To Maintain Prosperity Is to Have Faith in One Another.

In one of Charles Dicken's novels there is a character named Mark Tapley. He is the embodiment of aggressive optimism. He is happiest when fighting against adverse conditions. Distrust, hopelessness, and despair act as tonics to stimulate him to greater efforts in spreading good cheer.

Mark Tapley succeeds by force of character. He overcomes discouragement by fighting it. He is not an armchair optimist. He refuses to yield to depressing influence. He has unbounded confidence in the value of his philosophy as a practical, working system of life.



A. G. Broadie, Retiring President Indiana Retail Hardware Association.

If one were seeking to summarize in a single phrase the impressions created by the Annual Convention of the Indiana Retail Hardware Association, held in Athenaeum Hall, Indianapolis, Indiana, January 25, 26, 27 and 28, 1921, one could find no better comparison than by saying that the delegates constituted a composite Mark Tapley.

None of those present made any attempt to evade the facts of the present industrial situation. Every one was ready to acknowledge the gravity of the problems involved in the present stage of economic readjustment.

But all refused to be defeated by the difficulties. They have faith in America's power of recuperation. They know that we have the richest country in the world and that our natural resources are practically unlimited.

Also, they are firmly convinced that the only way to solve the perplexities of the day is to have faith in one another, to cooperate in battling the economic unbelief of the pessimist. They know, too, that aggressive salesmanship—reinforced by a fighting optimism—is certain to stimulate business and hasten the forward momentum of prosperity.

A significant feature of the convention was the emphasis placed upon quality merchandise as the most reliable and constant source of good will and trade development.

A meeting of the Executive Board was held Monday afternoon, January 24th, preceding the formal opening of the Convention, which took place Tuesday afternoon, January 25th, in the Auditorium of Athenaeum Hall.

Tuesday, January 25, 1921.

After music and community singing, H. C. Heldt of Oakland City, Indiana, delivered the invocation.

Then President A. G. Broadie made some introductory remarks and presented the first speaker of the session, Charles F. Coffin of Indianapolis, who gave a review of business conditions.

At the close of Mr. Coffin's address, the ceremony of introducing friends and guests occurred and announcement of committees was made.

Wednesday, January 26, 1921.

The morning session of Wednesday, January 26th, began with community singing, followed by Question Box discussion of "The Retail Hardware Store" under the leadership of Thomas J. Flanegin of Logansport and E. E. Coddington of La Porte.

Then came the annual message of the President of the Association, A. G. Broadie. He asked: "What can we do to make the Indiana Retail Hardware Association bigger and better?"

In answer, among other things, he suggested the organization of group meetings as in Wisconsin at least four or five times a year, and district meetings of two or more groups an equal number of times.

"Such meetings," he said, "bring the members closer together than annual gatherings. Competitor meets competitor. Misunderstandings are cleared up. Strife is eliminated and local difficulties are ironed out."

President Broadie urged that some definite subject be chosen for discussion in such group meetings. He advised calling in officers of farmers' organizations to participate in these group meetings, thus effecting more friendly relations between farmers and merchants.

He counseled the employment of a high grade field secretary to organize and work with the group meetings.

"We are passing through a period of readjustment in all lines," he declared. "Old methods in business are giving place to new ways, broader in scope. Business men must stand together or fall together. Indeed, there must be a wider community of interests between workingmen, manufacturers, wholesalers, retailers, and consumers."

With this purpose in mind, President Broadie advocated a general educational campaign. "It took four years," he said, "for the Indiana Retail Hardware Association to get enough members to hold one meeting. Hence there is no reason for discouragement in undertaking such a campaign.

"What we should do," he continued, "is to carry

the Association's spirit down to the home town, to create the same good feeling between the members at home which is shown in the annual convention.

"No other state organization has so small an office force as Indiana. All others are increasing their dues; all are taking on new activities. What are we going to do?"

"This is your Association. It's up to you. We are at the parting of the ways. Which way shall we go?"

At the end of President Broadie's address, G. F. Sheely delivered his annual report as Secretary of the Indiana Retail Hardware Association. The main parts of his report are as follows:

"Little did the small group of 19 merchants, who assembled themselves together at Princeton, Indiana, 22 years ago, realize that they were giving birth to such an organization as we have today.

"At the meeting 22 years ago these 19 charter members met for practically the same purpose for which we are meeting today, yet conditions were very much different then than now.

"In those days trade was demoralized. Dealers were fighting each other. It was almost impossible to get them to harmonize their views. The fact that we now have a membership of over 1,100 should be sufficient evidence that this feeling is fast disappearing.

"Then merchandise was being sold promiscuously by manufacturers to all classes of trade and in many instances to department stores and direct to consumer mail order houses at prices less than the dealer's cost.

"Trade ethics were entirely ignored and individual dealers made desperate efforts to meet the conditions but soon learned they could do nothing single handed.

"By presenting the retailer's side intelligently and fairly to the discriminating manufacturers and jobbers the Association has been able to cure many of the trade evils which were so common in the early days. Much of this work was accomplished without publicity and without the knowledge of the individual members.

"In the early association days few dealers knew the real condition of their business. Through education the Association has brought about a wonderful change. Step into the average hardware store now and the proprietor can tell you his cost of doing business, how his sales compared with last month, or last year, and what class of merchandise carries the highest and what class the lowest per cent of profit, how much money in open book accounts, in fact he can tell you anything about his business you may wish to know.

"A very substantial increase in the personal service rendered individual members from the Secretary's office is noted over any previous year and I shall briefly outline some of the Secretary's office activities:

"Information on source of supply, prices, legal, office equipment, ideas on new store buildings, store interior and stock arrangement, income and luxury tax, etc., was furnished 137 individual members.

"During the year I spent 38 days away from the office, traveled over 3,000 miles, visited 79 towns, called on 127 members and 26 dealers not members, assisted in arranging and holding five group meetings, have sent out over 8,000 first class and 16,000 second class pieces of mail matter from the office and attended six different conferences.

"Reports are becoming more frequent that some of the old line insurance companies and their representatives are making statements which are evidently intended to discredit the Hardware Mutual Fire Insurance Companies with the view of creating suspicion in the minds of our members relative to their responsibility.

"I need only call your attention to the fact that most of these companies have been in existence for twenty years and have paid a substantial dividend from the very beginning and have never made an assessment of any kind and are now returning half your insurance cost in the form of dividends. The records show many of them have a greater surplus for every thousand dollars at risk than most of the old line companies and they have always made prompt and satisfactory loss adjustments.

"During the past few months I have endeavored to give you the opinions of big business men connected with financial, industrial and commercial interests, whose opinions I felt ought to be of some value, regarding business conditions and much has been said through the columns of the different trade papers.

"While I am no prophet yet I am sure I am voicing your opinion when I say that this is no time for speculation, rather would I advise any merchant to reduce his stock to the point where he would be unable to supply the needs of his community, but buy in small quantities and keep your stock turning so that you will be able to meet the declines as they come without serious loss.

"I am perfectly sure that we realized when prices were advancing with leaps and bounds and we were taking advantage of them that there would come that time when we would be compelled to take our losses.

"On November 23rd last, a number of the officers of the various retail trade organizations of the state met in the office of R. B. Inman, manager of the State Chamber of Commerce, and formed an organization known as the Retail Bureau and for the first time these various organizations are federated together for the purpose of promoting closer acquaintance and securing cooperative action in advancing their common purposes and interests.

"One of the real purposes of this Bureau is to use their influence in a legislative way and try to secure an amendment strengthening the present lien law, a satisfactory garnishee law and several others of general interest to the public, such as an amendment to the present Blue Sky law and the Sunday closing law.

"Even though this Bureau accomplishes little in a legislative way it will be worth something to have the cooperative effort and spirit of these various retail interests federated together.

"The future success of our Association depends not so much upon what each individual member may do but the team work and united effort of all directed in the same channel is what brings results, and I sincerely trust before returning home from this convention each of you will pledge yourself to take greater interest in the Association and avail yourselves of every service it has to offer. By doing so you will more fully realize and appreciate the true value of your membership."

Wednesday afternoon's session opened at 2 o'clock

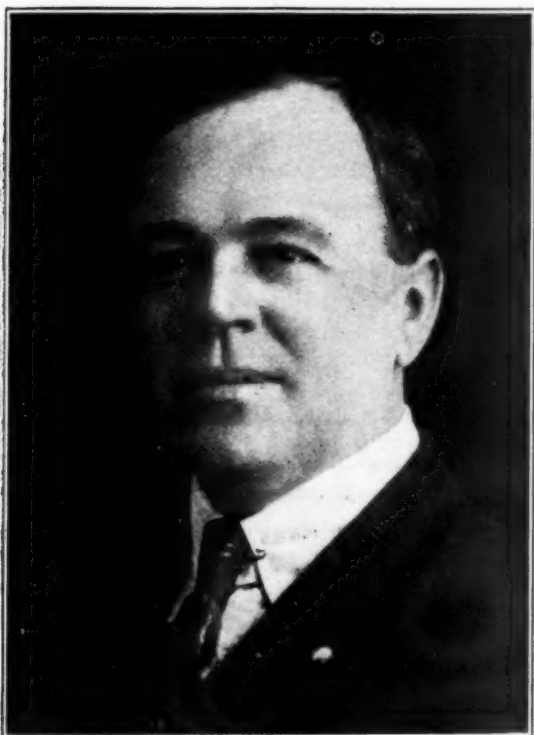
with a further discussion through the Question Box of "The Retail Hardware Store." Harry K. Thomas of Churubusco and I. O. Reinoehl of Kendalville were in charge of the Question Box.

The session closed with an excellent talk on "Excess Profits" by Rivers Peterson, editor National Hardware Bulletin.

Thursday, January 27, 1921.

The subject of "The Retail Hardware Store" was treated from new angles at Thursday morning session through suggestions supplied by the Question Box under the direction of Louis Bartholomew of Michigan City and F. L. Swinehart of Clinton.

A report of the Buffalo National Convention was made by V. J. Barker of Connersville, D. Wray DePrez of Shelbyville, and W. O. Scott of Milford.



Charles E. Hall, Re-elected Treasurer Indiana Retail Hardware Association.

The Question Box was again brought into use at the afternoon meeting in charge of S. G. Bartel of Evansville and G. E. Daugherty of Princeton.

After the reading of committee reports, the election of officers was held, resulting in the choice of the following members:

President: D. WRAY DEPREZ, Shelbyville;
First Vice-president: B. G. SANKLIN, Frankfort;
Second Vice-president: GEORGE A. JONES, Peru;
Secretary: G. F. SHEELY, re-elected, Argos.
Executive Committee: GEORGE E. DAUGHERTY, Princeton; HARRY E. MAGEE, Winchester; and LLOYD W. SLAYTER, Argos.

Delegates to National Convention: First and second, E. W. JENNINGS, Farmersburg, T. A. COOK, Morgantown; third and fourth, J. S. SWARTHOUT, Butlerville, E. L. WAGNER, North Vernon; fifth and sixth, ALLEN CAMPBELL, Coatesville, P. J. STANLEY, Hagerstown; seventh and eighth, C. F. YOUNT, Farmland, E. H. JOHNSON, Maddock; ninth and tenth, W. E. DOWNS, Fayette, PEARL CARTER, Hillsburg; eleventh, twelfth,

and thirteenth, HARRY THOMAS, Churubusco, LEWIS BARTHOLOMEW, Michigan City.

After the election and installation of officers, E. G. Weir of Dowagiac, Michigan, delivered an address on "Successfully evading the question of price in the sale of quality merchandise."

He emphasized the necessity for more appeal to the eye than to the ear—more demonstration than conversation.

Thursday evening a banquet was given in the Riley Room of the Claypool Hotel at which the principal speaker was Wallace Bruce Amsbary of Chicago.

Friday, January 28, 1921.

At 10 o'clock Friday morning, January 28th, a meeting of the new official Board was held in Athenaeum Hall to plan activities of the Association for the coming year.

The remainder of the convention was devoted to visiting the hardware exhibits in Exposition Hall.

Conventionalities.

The Monitor Stove Company exhibit was in charge of E. H. Magruder and Floyd E. Trees.

J. R. Dekker represented the Auto-Wheel Coaster Company, Buffalo, New York.

A. G. Pomreming received visitors at the booth of R. J. Schwab and Sons Company of Milwaukee, Wisconsin.

The American Steel and Wire Company, Chicago, was represented by J. W. Meaker Jr., Tom Conroy, L. G. Orr, and B. Swendell.

William G. Horner and Sam P. Burgess had charge of the exhibit of the Rock Island Register Company, Rock Island, Illinois.

Quick Meal Stove Company Division American Stove Company, St. Louis, Missouri, was represented by J. R. Brower and B. L. Kelley.

J. P. Brooks and W. Lawson did the honors for the Excelsior Steel Furnace Company, Chicago.

The exhibit of the Whitaker-Glessner Company, Wheeling, West Virginia, was under the management of R. M. Jacob and W. H. Nesbit.

H. J. Coerper and A. M. Candee were in charge of the booth of the National Enameling and Stamping Company, Milwaukee, Wisconsin.

The exhibit of the American Zinc Products Company, Greencastle, Indiana, was under the direction of T. F. Murphy.

H. W. Neal and Charles Hall greeted visitors in behalf of the Hall-Neal Furnace Company, Indianapolis.

The Peerless Foundry Company, Indianapolis, was represented by J. P. Strahlendorf.

H. A. Beaman was in charge of the exhibit of the Haynes-Langenberg Manufacturing Company, St. Louis, Missouri.

Indianapolis Hardware Store Builds Success on Consistent Advertising.

On East Washington Street, Indianapolis, Indiana, there are two fine hardware stores right next door to one another. Both apparently do a good business, but to the close observer there is a great deal of difference

in their management, and most likely some day one of these stores will change its location because of the competition of the other, if indeed it doesn't go out of business altogether.

Both stores have beautiful window displays, but those of the first are without even a show card, to say nothing of a price ticket, while the other employs handsome poster designs, nicely lettered cards and places a neat price ticket on every item in the window.

Which one of these two stores, in your opinion, Mr. Uptodate Retail Hardware Dealer, is likely to reap the greater benefits from its window displays?

To make the answer easier, we shall put it into your mind. The one which tells its story completely—showing the item, like the salesman does in the store; describing it like the salesman does in the store; quoting their price, like the salesman does in the store. The sale is made much easier when the prospect enters the store after inspecting a window display which is arranged and equipped according to this principle.

The Vonnegut Hardware Company operates one of these two stores—the one which shows the salesmanship features in their best form, and it is only reasonable to expect that this progressive institution will make a better showing than a store which, for some reason or other, omits one of the most important factors in the execution of a sale in its window displays.

Another point which indicates confidence in its ability to serve the public to the best advantage is the policy of regular, consistent advertising to which this Company adheres.

Herewith is shown a two-column advertisement which appeared in a recent issue of the *Daily News*, Indianapolis, Indiana.

This is a fair example of the Vonnegut advertising: Centering its efforts on one or a few items, and always quoting a definite price. In this particular instance a set of aluminum ware, consisting of eight cooking utensils, offered at \$8.79.

The advertisement calls attention to the fact that a representative of the manufacturers would be present during the week to explain the proper use and care of aluminum ware.

It is a peculiar fact that some retail hardware dealers appear to be afraid of letting people know what their selling prices are; at any rate, they take all sorts of precautions against having the occasional visitor to their store or the chance observer of their window display find out what the price is of a certain article. Their stock is marked in characters instead of in plain figures; if plain price tags are used, these are hidden from the onlooker's view in their window display.

If we may judge from the experiences of the really big successes in the retail merchandizing field, one single feature is common to all of them:

They are strong believers in definite advertising—both by way of window displays and by the printed word.

And they demonstrate their belief in constant and consistent advertising of both forms.

Their window displays are changed frequently. They not only show what the dealer has for sale, but the show cards and price tickets give definite information

as to uses, advantages and costs of the various items displayed.

Their advertisements are notably free from glittering generalities which tell the reader nothing and therefore cannot induce him to visit their store. On the contrary, each one of their advertisements contains a number of specific offers of merchandise, properly described and definitely priced, so that the reader has

Demonstration Week
SPECIAL PRICE

Wear-Ever Aluminum



\$8.79

For 8-Piece Set

- 1 1/2-quart lip saucepan
- 1 1/2-quart pudding pan
- 9-inch jelly cake pan
- 6-hole corncake pan
- 6-quart preserving kettle
- 8 1/4-inch piepan
- 9-inch frying pan
- Measuring cup

During the entire week, a demonstrator from the Wear-Ever factory will be here to explain the proper use and care of aluminum ware.

VONNEGUT'S **120-124**
East Wash. St.

Typical Double Column Newspaper Advertisement of the Vonnegut Hardware Company, Indianapolis, Indiana.

his mind fairly well made up before he comes to their store, thus making it much easier to accomplish the sale, and therefore using less of the salesman's time for that particular transaction and making it possible for him to exercise his salesmanship on some item which may not have been in the customer's mind when entering the store.

And—keep this point in your memory chest, right at the top—the real salesman will make use of these opportunities to such good effect that a large portion of your profits can be traced to just this sort of sales, which are made by the live salesman on his own initiative.

Patents Non-Skid Chain for Automobile Tires.

Theodore T. Pierce, Boise, Idaho, has procured United States patent rights, under number 1,356,897, for a non-skid chain for automobile tires described herewith:



A non-skid chain for wheel tires including a series of spaced pairs of shoes, each curved longitudinally and having its under surface curved transversely, lugs integral with each end of a shoe and projecting outwardly, each lug being of greater height at one end than the other, and links connecting said shoes.

Convention of Missouri Retail Hardware Association Takes an Aggressive Stand in Favor of Optimism.

President W. Arthur Denny Sounded the Keynote of the Sessions in the New Slogan: "Up at It and Get It Done."

The keynote of the 23d Annual Convention of the Missouri Retail Hardware Association, held January 25, 26, and 27, 1921, in Planters Hotel, St. Louis, Missouri, was sounded by W. Arthur Denny, President of the organization, in the new slogan: "Up At It and Get It Done."

The vacillation and timidity which have characterized so many retailers during the darker days of the period of readjustment were notably absent from the deliberations of the convention.



F. X. Becherer, Re-elected Secretary Missouri Retail Hardware Association.

An enlightened courage, coupled with a determination to do things, was clearly in evidence at every session. The delegates were convinced that the time for talking about conditions and bewailing the dullness of sales has passed.

Indeed, they believed that such a time would never have come into play were it not for the fact that business men throughout the country allowed themselves to be stampeded by fear and dismal prophecy.

The regular sessions of the Convention were preceded by a meeting of the Executive Committee Monday afternoon, January 24th, in the Secretary's room at the Planters Hotel.

The Convention proper began at 9:30 o'clock Tuesday morning, January 25th, with music and singing, in which all assembled took part.

After a suitable invocation, President W. Arthur Denny delivered his annual message. It was tonic and inspiring.

If any remnant of uncertainty or indecision remained in the minds of the delegates at the beginning of his address, it certainly must have been completely wiped out before Mr. Denny concluded his masterly speech. The text of his annual message to the Convention is substantially as follows:

"Ten years ago we would have said, 'Do not Procrastinate.'

"Five years ago we hung a motto over our desk, saying, 'Do It Now.'

"Today there is an organized effort over the country that finds expression in the words, 'Up At It and Get It Done,' and this get-it-done spirit needs to permeate the whole business world today.

"If in retrospection we may think of the year that has just passed, and which has left some unpleasant memories on its page of history, let us forget them, thinking only of the pleasant ones and let's press on

toward new goals, meeting each new duty, looking it squarely in the face and 'Get It Done.'

"Some of the unpleasant things have happened and some more are going to happen, but putting it off won't do any good, if the market is down on a commodity, you would just as well take your loss, put it down to market price and, 'Get It Done,' and go on smiling. Now any one can smile when all is well but the man that's worth while is the man that can smile when everything is going dead wrong.

"As sure as day follows night and as flood tide follows ebb tide will good times follow bad ones. But the farther the pendulum of business swings one way the farther it must return before it finds its proper equilibrium.

"Six months ago the press of the country was talking of profiteers and picturing prices on a summit just ready to fall but still up there, and so nicely was the propaganda spread that the public struck and refused to buy.

"This was logical, for everybody was talking of a readjustment day but no one knew when it would be.

"I know a wise old business man whose rating is from \$200,000 to \$300,000 who said that it was 13 years after the Civil War before his particular line of merchandise came down and that he figured we would have as long or a longer period of high prices after the world war than after the Civil War and I was inclined to believe his brand of logic, but he knows better now.

"Today if you will notice the editorials in your daily newspaper you will see the advice is, that the strike is to end and that time to buy sanely is here again, reasoning that for the consuming public to refuse to buy longer will cause the merchants to refuse to buy of the jobbers and the manufacturer, which in turn causes the manufacturing plants to operate at low production or close down, which throws people out of employment, thus preventing them from buying usual quantities of food, and necessary living supplies, which, had its effect in an unending chain through our whole country.

"The press is bringing its great influence on the public mind, putting it up to them to begin to buy again, you may look for Mr. Public to do that very thing.

"The American people may wear overalls, or patched trousers, or quit buying for the fun of it or for the profit in it, for the time being. But the American public is too good a spender, and has too much of the spirit of, 'Get It Done' to remain bears in the market for any length of time.

"Let me quote from a very recent article in the Literary Digest (a magazine that you know reflects the opinion of the press of the country), as follows:

"The financial crisis was passed last November, and right now in January or the first part of February we are in the bottom of the business depression, Beginning now any time (in fact I believe it has already begun) times will steadily improve until mid-summer or not later than October 1st when things will be as good as new again."

"With the buying strike abating, and the press of the country speaking in no uncertain terms, to get out of the valley of despair and up from the slough of despond and begin buying,—with the psychological price reduction attained I believe the dark cloud is behind us or at least mostly past over us and the silver lining is visible.

"So today go out there to the exhibits and start to bulling the market as you want your customers to do



Charles E. Hall, Re-elected Treasurer Indiana Retail Hardware Association.

and see if business doesn't begin to right itself. Smile as you go and talk optimistically, for we are about what we think we are.

"I was down in the southland a few months ago and happened to talk with a banker of no small importance, and asked him if he thought we would have a panic, he answered me: 'A panic was just a state of mind.' So if a panic is only a state of mind, then the state of mind of the optimist must be what we want today.

"At a Hardware Dealers' convention which I attended not long ago, there was a speaker on the program, who was from a lecture bureau, and his talk was good, his grammar perfect, and his ability as a speaker was unquestioned, but he failed to satisfy those Hardware men because they were not there to be entertained. They had burning, vital problems that they wanted to hear talked and didn't have time for lectures, and if I sense one thing in this convention stronger than another it is that our vital, man's size problems are what we want to hear pro and con at this convention.

"Last week over at Kansas City the Western Dealers Convention was attended as it never was before, I don't mean that they only came to town but they were at the convention sessions, with eyes, ears and mouths open trying to find what was the best thing under present conditions to do and if there ever was a time when conventions and association work was worth anything to dealers it is now.

"With all of these wheels of association articulating and meshing one cog within the other perfectly in this great machine which runs so smoothly that 18,000 Hardware Dealers are working as of one accord and purpose, we must certainly feel that we are a unit in the greatest retail organization in America today.

"When last we met in St. Louis the awful world war was on, I remember Secretary Becherer during that convention bid his son good bye and he went away to war as many another son of men of this convention did.

"By some wise providence Young Becherer came back and most of your sons came back but not all. For the sake and in the name of those who now sleep in Flanders field let us be clean men and true blue Americans, upholding the honor of the grandest country on God's green earth today, where famine is unknown, where Bolshevism can get no foot hold, and in a country who sat at the peace table but was too big after spending 26 billion dollars and 50 thousand lives of the very flower of our youth, to take a foot of land or a dollar in money for doing the noble part in helping to make the world safe for Democracy. What a privilege to be a citizen of so great a country.

"Let's carry on with our duties and, 'Get them Done.'"

Following President Denny's address came the reports of Secretary F. X. Becherer and Treasurer George M. Rinie.

President Denny then appointed the following convention committees:

Resolutions—

FRED KAHNSTEINER, Hannibal, Missouri;
J. P. HAHN, St. Louis, Missouri;
H. G. BUTTS, Lebanon, Missouri.

Memorial—

E. C. CREISSEN, St. Louis, Missouri;
J. J. CUNNINGHAM, St. Louis, Missouri;
A. G. GRUENDLER, St. Louis, Missouri.

By-Laws—

G. A. PAULY, St. Louis, Missouri;
D. E. SMITH, Joplin, Missouri;
J. A. DICKBRODER, Washington, Missouri.

Auditing—

J. WIRTZ, St. Louis, Missouri;
JOHN LINDECKER, St. Louis, Missouri;
H. B. REICHENBACH, St. Louis, Missouri.

The afternoon session of Tuesday, January 25th, was devoted to an explanation of the clean up and paint up campaign and the presentation of plans by which the hardware and paint dealer may profit from the national movement. The principal address on this topic was delivered by Allen W. Clark, President American Paint Journal Company and National Clean Up and Paint Up Campaign.

Mr. Clark said that two thousand mayors and sev-

eral governors now issue proclamations on the subject. He told how dealers, city officials, health authorities and publishers are cooperating for the community good.

"The effect on a village or town," he said, "is like that of a new suit of clothes on a man. Paint dealers have reduced their products to almost former prices and there is now every incentive for cleaning and preserving the surfaces of every building in every town."

Mr. Clark cited figures to show that fire risks are reduced as a result of the clean-up campaign. He quoted the example of Cincinnati where \$160,000 less fire insurance premiums are paid each year on account of the removal of rubbish from the city.

The sessions of Wednesday and Thursday were taken up with merchandising problems discussed by men of national reputation.

The following members were elected as officers of the Missouri Retail Hardware Association for the ensuing term:

President: A. HOFFMAN, Sedalia;
Vice-President: GEORGE M. RINIE, St. Louis;
Treasurer: J. M. WADE, St. Louis;
Secretary: FRANK X. BECHERER, St. Louis.

New members added to the Executive Committee are:

G. FAUT, Brooklyn;
JOHN LINDECKER, St. Louis.

Conventionalities.

Quick Meal Stove Company. Division American Stove Company, St. Louis, Missouri, was represented by Frank H. Astroth and W. A. Lockwood.

Wayne Duffett and George H. Howe did the honors for the Auto-Wheel Coaster Company, Buffalo, New York.

A small roasting pan was given as a souvenir by the Whitaker-Glessner Company, Wheeling, West Virginia. A. E. Martz, W. A. Sale, J. H. Robinson, J. A. Watkins, J. E. Henshaw and A. E. Willett represented the Company.

J. W. Meaker, Jr., H. L. Smith, J. L. Lanne, L. B. Kean, and S. R. Hosma, greeted the delegates in behalf of American Steel and Wire Company, Chicago, Illinois.

The National Enameling and Stamping Company, Milwaukee, Wisconsin, was represented by A. M. Candee.

The American Porcelain Range Company, Benton, Illinois, was represented by its president, S. R. Noble, and R. E. Adams.

Arthur J. Pence, sales manager, and M. E. Carpenter were busy explaining the merits of the products of Copper Clad Malleable Range Company, St. Louis, Missouri.

Increases Its Capital Stock.

To finance further extension of capacity, the Kewaskum Aluminum Company, Kewaskum, Wisconsin, has increased its capital from \$125,000 to \$200,000. It was organized six months ago and erected a 3-story factory which was completed December 1. The product is kitchenware and utensils.

Publishes Program of West Virginia Hardware Convention.

The Fifteenth Annual Convention of the West Virginia Retail Hardware Dealers' Association is to be held February 1, 2, and 3, 1921, in the Chamber of Commerce Building, Huntington, West Virginia. The following interesting and helpful program has been arranged for the sessions:

Tuesday, February 1st.

- 9:00 a. m.—
• Registration at headquarters, Frederick Hotel; reception of members, distribution of badges, tickets for entertainment, opening of exhibit hall, etc.
- 2:00 p. m.—
Opening Session, Chamber of Commerce Building.
Music.
Convention called to order by President Wilson, Clarksburg, West Virginia.
Invocation by Dr. J. S. Jenkins, Pastor of Methodist Church, Huntington.
Music.
Address of Welcome by Mayor C. W. Campbell.
Music.
Address—"The Ten Commandments of Successful Business," by Captain John W. Gorby, Waukegan, Illinois.
- 8:00 p. m.—
Smoker and entertainment, Chamber of Commerce Building.

Wednesday, February 2nd.

- 9:30 a. m.—
Singing.
Question Box Discussion—"The Real Benefit of Hardware Mutual Insurance," George M. Gray, Secretary Ohio Hardware Mutual Insurance Company, General discussion on insurance.
Address—"Successfully Evading the Question of Price in the Sale of High Grade Merchandise," by E. G. Weir, Dowagiac, Michigan.
Balance of morning spent with exhibitors.
- 2:00 p. m.—
Singing.
President's Address.
Report of Secretary-Treasurer.
Question Box—"Credits." Discussion led by J. L. Hall, Fairmont.
Balance of afternoon spent with exhibitors.
Wednesday evening, 8. p. m., Theater Party.

Thursday, February 3rd.

- 9:30 a. m.—
Singing.
Question Box—"What Electric Appliances Mean to the Hardware Store." Discussion led by W. H. Pirrung, Huntington and Williamson.
Address—"Excess Profits," Rivers Peterson, Edward National Hardware Bulletin.
- 2:00 p. m.—
Singing.
Question Box—"Sporting Goods in a Hardware Store." Discussion led by C. J. Richardson, Marlinton.
Report of Nominating Committee.
Report of Resolution Committee.
Report of Legislative Committee.
Report of Memorial Committee.
Unfinished Business.
New Business.
Adjournment.

H. G. Cormick Passes Away.

One of the pioneers in the formation of the National Retail Hardware Association passed away January 15th in the person of H. G. Cormick, who died that date at his home in Centralia, Illinois.

He was the second Treasurer of the national organization in 1901 when it was known as the Interstate Retail Hardware Dealers' Association.

March 20, 1902, he was elected President of the National Association at the convention in Chicago where thirteen states were represented.

Mr. Cormick continued to take a deep interest in the affairs of the National Association after his retirement from office and was a regular attendant at the national conventions.

Convention of Kentucky Hardware and Implement Dealers Puts Emphasis on Community Leadership.

President of the Association Declares It To Be the Duty of Members as Community Leaders To Quicken Prosperity.

The attitude which the retailer holds toward the neighborhood or town in which he lives has a vital bearing upon the character and extent of his business.

Merchandising is essentially a social service. Society is held together by fundamental interests common to all its composing units.

The production and distribution of the various commodities which enter into the basic necessities of life constitute the elementary requisites of social organization.

Laws, schools, institutions, highways, means of communication, newspapers, factories, places of entertainment and instruction could not have developed without some system for supplying the goods which are needed in all these varied activities.

In this view of the matter, then, the retailer is not a single, unrelated factor in the community. He is inseparable from the carrying on of all the agencies which minister to the orderly functioning of the social group.

His services as a final distributor of commodities are just as important as the services of any other person in the general scheme of things.

In the measure according to which he realizes this relationship to the collectivity does he become a merchant performing a necessary work for the welfare and development of his community.

The business of retailing is not merely a series of mechanical transactions confined to exchanging goods in a store for money in the hands of a customer.

It is in a true sense a process of ministering to human needs and comfort.

Consequently, its very pith and marrow is of the essence of human nature.

Its success or failure is in proportion to the degree in which it harmonizes with the human emotions, desires, and aspirations of the community.

It follows, therefore, that the retailer who has a proper conception of his relation to the people is not content merely to sell commodities.

By reason of the extent and variety of the goods which he handles, and of the character of the people whom he serves, he has many more points of contact with his community than the private citizen.

Hence, the very nature of his occupation logically calls for community leadership. This means the cultivation of friendship from many angles of motive. It signifies broad judgment of things which contribute toward the betterment of the community.

The retailer is in a position, by reason of his contact with so many different homes of the community, to gather accurate impressions as to the trend of thought and the need for improvements of many kinds.

Whether he approaches this subject from the point of view of his immediate profit, or considers the profit as a consequence of leadership, matters very little.

The important thing is that he perform his duty as a community leader and help foster the spirit of fellowship.

Unmistakably, this conviction of the obligation of community leadership which rests upon the retailer was the predominant thought of the annual convention of the Kentucky Hardware and Implement Dealers' Association held January 25, 26, and 28, 1921, in Louisville, Kentucky. It is set forth tersely in the report of A. T. Byron, President of the Association.

His annual address covers in the main the activities of the Association for the year of 1920 and summarizes its hopes and ambitions for the year 1921.

The full text of this highly instructive report is as follows:

follows:

"Looking backward for a brief period of one year to our last Convention and viewing the record of 1920, what do we see?

"First a great Convention, the unanimous verdict of all, notwithstanding the National crisis brought about early in the year.

"From the 1920 Convention we have gathered momentum, until now we stand 500 strong, good men and true, Americans and Hardware Men.

"Analyzing the results as measured by our strength, we find first the loyal cooperation among members necessary to this result, the great service rendered by the Official Staff of the National Office, together with the most efficient National organ, the Bulletin, and unflagging efforts and continued support of the several Hardware Mutuals now licensed and doing business

The merchant of today is much better prepared in education, equipment and organization than ever before. Hence members of retail organizations should not hesitate to reach out the helping hand to their neighbor whether he be a competitor or not. This advice takes practical form in the words of A. T. Byron, President, Kentucky Hardware and Implement Dealers' Association: "It behooves us as leaders of our community to buy our normal requirements. If you need a suit of clothes, do not wait for George to do it or for the clothing merchant to buy a range from you. Upon you and me and our customers depends the starting of the factory and the plow."

in the State.

"With these several factors established, no amount of pessimism could overcome the enthusiasm generated by this combination. It is sadly true that we have been and are passing through a period of depression, such as few of us have felt before, yet tomorrow it will be a matter of history. Even now, history is only repeating itself.

"The business man and merchant of today is much better prepared in education, equipment, and organization than ever before. While it will be in a measure a survival of the fittest, let us not hesitate to reach out the helping hand to our neighbor, be he a competitor or no.

"Again referring to the successes of the year, we found the Group Meetings as recommended by the Na-



J. M. Stone, Secretary-Treasurer, Kentucky Hardware and Implement Dealers' Association.

tional Office, very beneficial. While involving considerable expense, the results are satisfactory, measured in increased membership and interest, and I would like to recommend a more pronounced effort along this line for the coming year.

"The activities of our Secretary's office, under the very able and intelligent leadership of its Staff Officer, J. M. Stone, have contributed much to the success of this year.

"Now, the maintenance of our strength in 1921 rests with you, individually and collectively, in that you remain loyal to the cause. By the enthusiasm gathered at this meeting in contact with your fellow members, and the wide discussion of all matters touching the past, present, and future of your business and mine, you can be better equipped again to take up the reconstruction of your own business, and the adjustment to the new conditions.

"The cause and effect of a great war are evident. The inflation of values had to be checked. The swing back to the other extreme is taking place. Deflation, the result of this, has paralyzed buying.

"Now to get a good grip upon ourselves, and start

buying—intelligently of course—then our factories will start, and as a result labor will again be employed, and we will return to normal.

"Encourage and promote production on the farm, as in the factory, notwithstanding the great reduction in the price of farm commodities.

"The bushel of corn or wheat will soon buy as much in value of farm machinery and equipment, or any other article of merchandise, as in the spring of 1919.

"You, as Hardware and Implement Dealers, are a National and local asset, in a period of panic and depression, much of which is a state of mind rather than actual condition.

"As a matter of fact, your dollar will soon be worth a dollar, whereas one year since it was only worth forty or fifty cents. We all prefer to have our dollar mark stand for a dollar.

"I am sure that even though we have to reduce the price of a keg of nails to do it, getting back to our duty as community builders, we can not let our little personal economies stand in the way of progressive rebuilding of business.

"Therefore, it behooves us, as leaders in our communities, to buy our normal requirements. If you need a new suit of clothes, or the wife needs a new garment, the children a new outfit, do not wait for George to do it—or for the clothing merchant to buy a range from you, or the gents' furnishing man a washing machine.

"Start things by doing what you would have George do. Upon you and me and our customer must needs depend the starting of the factory and the plow.

"Then, let us be up and doing, get the panic out of our system and out of the system of our customer, and out of our banker (if he has a little in him yet).

"The farmer needs quite a lot of encouragement, and we are the men to hand it out to him. He should be made to see that the world depends on him for food products; that after the present crisis has been fully passed, when labor is adequately employed upon a new wage basis, and our foreign markets have been re-established—in the meantime his production cost reduced—his future as a business man will be more fully established, as well as yours, than ever before.

"We now stand the leading Nation of the world in wealth and all that goes to make wealth, and the American farmer, along with the hardware merchant, is most fortunate.

"Then by a resort to the use of first principles and the Golden Rule, by the exercise of frugality, sensible economy, patience and perseverance, taking into consideration your duty to God, as well as to your county and community, you will achieve lasting prosperity.

"Do unto others as ye would have them do unto you. Then we will have solved, in a large measure, the problem of readjustment, of ourselves as well as of business and economic affairs."

Incorporates to Make Locks.

With a capital stock of \$225,000, the Uneeda Pocket Lock Company has been incorporated by D. Weissman, S. N. and R. Reiter, 253 Dumont Avenue, Brooklyn, New York, to manufacture locks and devices.

Convention of the Western Retail Implement, Vehicle, and Hardware Association Endorses Standardization.

Many Styles, Sizes, and Kinds of Farming Implements Can Be Eliminated Without Injury to the Business.

The encouraging attitude taken by the convention of the Western Retail Implement, Vehicle and Hardware Association, held January 18, 19, 20, 1921, in Kansas City, is worthy of imitation by all bodies of organized merchants.

No attempt was made to ignore the seriousness of present industrial conditions. But, at the same time, strong emphasis was placed upon the ability of business men to overcome the obstacles in the way of a resumption of prosperity.

The main trend of opinion and resolution of the proceedings of the convention is very accurately set forth in the annual address of H. J. Hodge, Secretary-Treasurer.

The following synopsis of his unusual clever and comprehensive survey of the problems confronting the members of the Association is the best summary that could be given of the work of the convention as a whole:

"At the outset I want to impress upon you that I shall try to state the situation fairly and frankly and to give you all the light I have been able to obtain upon it through my official position. That is no more than my duty. Foremost in your plans must be the methods to be employed to meet the requirements of the manufacturer and at the same time give service to your customers. Only by seeing clearly the position of all factors can you decide your policy for the coming year.

"Let us begin with the manufacturer: You have his statement that the advance in prices was imperative on account of the condition of the raw material market, the high wage scale, the advance in freight rates, etc. He cites you to the fact that in some lines the reductions which are being made are simply following the declines in replacement values, while in the implement industry the replacement values are higher, instead of lower.

"Now, let us take the dealer's side: He stands at the door of his store and surveys his farmer constituency upon which he must depend for his business. The farmer put in last year's crops with high-priced labor and high-priced living for himself and

family.

"Before he could get his products to market he saw grain prices fall forty to fifty per cent. Live stock which he had fed for months sold for less than the original sum paid for the same. He has no 10 per cent profit, but actually a heavy loss. He staged a revolt against buying, demanded that commodities of all kinds be brought to the level of his own products.

"Retailers in every line felt the effect, stocks remained on hand, orders to factories were cancelled and industrial stagnation swept the nation. Bankers, unable to collect their loans and with deposits being used for the expenses of living, felt the strain and borrowed of the federal reserve banks, or of their correspondents, to accommodate their customers.

"The farmer has taken his loss. He stands pat on the proposition that others must do the same. Until that happens he has resolved to refrain from buying more than the actual necessities of existence.

"I want to caution you, every one, to throw off the pessimistic feeling which seems to have prevailed during the past few months, and while, as I have stated, I feel that you should use due caution, yet I insist that you should not become so discouraged that you will not be prepared for some trade which is sure to come.

"Today's conditions are not permanent. Granaries will eventually be emptied; bank deposits will recuperate; stocks will be depleted; orders will go to the factories; machinery will resume activity.

"The mechanism of trade is intact, but it is running sluggishly and it will require all of our patience and all of our intelligence to spur it into normal motion. In the meanwhile, we must work together, manufacturer and dealer. The dealer has had the advantage. He furnishes the initiative for every turn of a wheel and back of him is his customer.

"The dealer owes it to himself to meet the situation in a positive, red-blooded manner and when he has made his plans, stand by them and ask the manufacturer for the assistance he deserves and without which the entire process of maintaining the implement business will fail."

IN the judgment of H. J. Hodges, Secretary of the Association, the one great object toward which manufacturer and dealer should work is to preserve the integrity of the trade, to maintain its activities, and to keep business moving. This is far more essential than that there should be immediate profits, because if it is not done there can be neither trade nor profits. With the manufacturer's cooperation the dealer will be able to feel his way day by day until again his feet are on solid ground. With it all, he will use caution in his orders. He will not overstock. He will fit his operations to the conditions of today. Otherwise, he will not be able to descend easily the path he has climbed so far.

One of the potent factors in the resumption of prosperity and the promotion of the interests of the retailer and his customers is standardization.

On this subject, Secretary Hodges voices the sentiment of the Convention, as follows:

"The process of what has been termed standardization has been going on for several years. More properly speaking, it has been a process of elimination, as more styles and kinds of plows, drills, cultivators, etc., have been eliminated than have been standardized.

"This has been a most important work and it has had the endorsement of dealers' associations. Dealers have rendered valuable assistance in suggesting styles of implements which could be eliminated without injury to the business. This, as stated by the manufacturers, has been of great economical value in enabling the industry to carry decreased inventories and they



H. J. Hodges, Secretary-Treasurer Western Retail Implement, Vehicle, and Hardware Association.

claim will affect ultimately the selling prices of their products.

"Viewing this from the farmer's standpoint we must conclude that standardization is interesting him more at the present time than is elimination.

"He wants wagons so standardized that wheels, tongues, reaches and some other parts will be interchangeable. He wants the wearing parts on his plow, mower, binder, sweep rake and other implements so standardized that he can go to the nearest implement and hardware store and get the necessary parts without having to specify the name of the tool and perhaps have to wait for the parts to come from some distributing point.

"This may be looked upon as a farmer's dream, but they have dreamed about it so often that they are convinced they want it, and what is more, they are making a determined effort to have it.

Their organizations, both state and national, are working for it and you must admit that the farmer usually gets what he goes after. He is a good fighter and would make a pretty good ally if we could in-

terest him in behalf of some of our hard problems.

"You have not been thinking enough about the men on whom you must depend for your livelihood. It is the farmer who must succeed before you can hope to do so. There has not been close enough affiliation.

"The point I want to impress upon you is that it is up to your interest to work for the farmer's interests, and right now your interests should be centered in the farmers' efforts for better marketing conditions. I have no doubt that some of you have looked with suspicion on the farm bureau, believing that these organizations were formed for the purpose of eliminating the middleman.

"Since 1913 an effort has been made to secure the enactment by congress of a bill that will permit manufacturers of trade-marked articles to fix the price at which they may be sold to the ultimate consumer. This legislation is being sought by the manufacturer and retailer against unfair methods of the price-cutter who uses these trade-marked brands of merchandise as leaders.

"The Federal Trade Commission has recommended legislation which is calculated to protect honest business. Many cases have been heard by the commission, but on account of the anti-trust laws no relief could be afforded the manufacturer who was trying to protect his customer by fixing a resale price.

"The Stevens bill which has been before congress for several years has been so amended as to receive the approval of the Federal Trade Commission and hundreds of commercial organizations. The bill is now known as the Stevens-Kelly bill.

"The American Fair Trade League, of which this Association is a member, is an organization of commercial bodies whose purpose it is to secure legislation which is fair to business. It is behind the Stevens-Kelly bill and it reports that prospects are bright for its passage in the near future. This is of special interest to every member who sells hardware and the bill has the endorsement of all hardware organizations.

"The legislatures of the several states covered by this Association will be in session this winter and you may expect that the usual efforts will be made by the stock insurance companies to secure the enactment of legislation inimical to the interests of those of you who are enjoying the great saving derived from reciprocal and mutual insurance.

"I trust you will hold yourselves in readiness to respond quickly to requests to use your influence with your legislators, and that you will not hesitate to use the telegraph instead of writing.

"In considering the many factors upon which we must depend for the development and resumption of trade let us not forget the traveling men. They are the connecting link between the manufacturer and the dealer. Keen, alert, striving day after day as they traverse their territory to give the best possible service, they spread the gospel of cheer and helpfulness. They are business men in the highest sense.

"They are messengers of trade, and we as dealers owe them a tribute of praise for the intelligence, goodwill, and courage with which they are meeting the conditions of today."

Organize a Wrench Company.

The Gordon Wrench Company, New York City, has been incorporated with a capital stock of \$100,000. The incorporators are H. J. O'Neill, E. J. Fenton, and J. H. Dreyer, Jr., Westbury, Long Island.

Forms Piston Pin Company.

The Standard Piston Pin Company has been incorporated with a capital stock of \$25,000 at Racine, Wisconsin, to engage in the manufacture of automotive and gas engine specialties.

Trade Opportunities in Foreign Lands.

The Bureau of Foreign and Domestic Commerce through its Special Agents, Consular Officers and Commercial Attachés, is receiving information of opportunities to sell hardware and kindred lines in several foreign countries. Names and locations will be supplied on request to the Bureau in Washington or its District Offices. Such requests should be made on separate sheets for each opportunity, stating the number as given herewith:

34295.—A commission company in Maderia desires to secure agencies for the sale of scissors. Correspondence should be in Portuguese. Reference.

34298.—A commercial representative in South Africa desires to secure an agency on a commission basis from manufacturers for the sale of paints, spraying machine for paints and disinfectants, incandescent paraffin oil lamps, and motor cycles. References.

34350.—A firm of commission agents in India desires to get in touch with American firms for the importation of hardware of all kinds, wire goods, vises, anvils, enameled ware, mild steel, corrugated-iron sheets, plain galvanized sheets, brass and copper sheets and rods, etc. Agencies in these lines are desired for sale in British India, Burma and Ceylon. Reference.

Coming Conventions.

West Virginia Retail Hardware Dealers' Association, Huntington, West Virginia, February 1, 2, 3, 1921. James B. Carson, Secretary-Treasurer, Dayton, Ohio.

Nebraska Retail Hardware Association, Hotel Rome, Omaha, Nebraska, February 1, 2, 3 and 4, 1921. George H. Dietz, Secretary, Lincoln, Nebraska.

Indiana State Association of Sheet Metal Contractors, Hotel Dennison, Indianapolis, Indiana, February 2, 3 and 4, 1921. Ralph R. Reeder, Secretary, 314 East 16th Street, Indianapolis, Indiana.

Wisconsin Retail Hardware Association, Milwaukee, Wisconsin, February 2, 3 and 4, 1921. P. J. Jacobs, Secretary, Stevens Point, Wisconsin.

Oklahoma Hardware and Implement Association, Oklahoma City, February 8, 9 and 10, 1921. W. B. Porch, Secretary-Treasurer, Oklahoma City, Oklahoma.

The Michigan Retail Hardware Association, Grand Rapids, Michigan, February 8, 9, 10 and 11, 1921. Arthur J. Scott, Secretary, Marine City, Michigan.

North Dakota Retail Hardware Association, Fargo, North Dakota, February 8, 9, 10 and 11, 1921. C. N. Barnes, Secretary, Grand Forks, North Dakota.

Pennsylvania and Atlantic Seaboard Hardware Association, Incorporated, Convention and Exhibition, Philadelphia Commercial Museum, Philadelphia, February 8, 9, 10, 11, 1921. Sharon E. Jones, Secretary, 1314 Fulton Building, Pittsburgh.

Illinois Retail Hardware Association, Hotel Sherman, Chicago, Illinois, February 15, 16 and 17, 1921. Leon D. Nish, Secretary, Elgin, Illinois.

California Retail Hardware and Implement Association, San Francisco, California, February 15, 16 and 17, 1921. LeRoy Smith, Secretary, 112 Market Street, San Francisco, California.

Minnesota Retail Hardware Association, St. Paul Auditorium, St. Paul, Minnesota, February 15, 16, 17, 18, 1921. H. O. Roberts, Secretary, Metropolitan Life Building, Minneapolis, Minnesota.

Ohio Hardware Association, Columbus, Ohio, February 15, 16, 17 and 18, 1921. Hotel Headquarters, Deshler Hotel.

Exhibition in Memorial Hall. James B. Carson, Secretary, Dayton, Ohio.

New England Hardware Dealers' Association, Mechanics' Building, Boston, Massachusetts, February 21, 22 and 23, 1921. George A. Fiel, Secretary, 10 High Street, Boston, Massachusetts.

Virginia Retail Hardware Association, Petersburg, Virginia, February 22, 23 and 24, 1921. Thomas B. Howell, Acting Secretary, Richmond, Virginia.

Michigan Sheet Metal Contractors' Association, Hotel Durant, Flint, Michigan, February 22, 23 and 24, 1921. F. E. Ederle, Secretary, 1121 Franklin Street, S. E., Grand Rapids, Michigan.

Iowa Retail Hardware Association, Savery Hotel, Des Moines, Iowa, February 22, 23, 24 and 25, 1921. A. R. Sale, Secretary-Treasurer, Mason City, Iowa.

New York State Retail Hardware Association, Rochester, New York, February 22, 23, 24 and 25, 1921. John B. Foley, Secretary, 607 City Bank Building, Syracuse, New York.

South Dakota Retail Hardware Association, Sioux Falls, South Dakota, February 22, 23, 24, 25, 1921. H. O. Roberts, Secretary, Metropolitan Life Building, Minneapolis, Minnesota.

Southern Stove Manufacturers' Association, Hotel Seelbach, Louisville, Kentucky, February 14 and 15, 1921. W. H. Cloud, Secretary, 216 Glendora Avenue, Louisville, Kentucky.

National Warm Air Heating and Ventilating Association, Cleveland, Ohio, April 19 and 20, 1921. Allen W. Williams, Secretary, Columbia Building, Columbus, Ohio.

Western Warm Air Furnace and Supply Association, Sioux City, Iowa, May, 1921. John M. Hussie, Secretary, Omaha, Nebraska.

Panhandle Hardware and Implement Association, Amarillo, Texas, May 8, 9 and 10, 1921. C. L. Thompson, Secretary-Treasurer, Dalhart, Texas.

Hardware Association of the Carolinas, Charlotte, North Carolina, May 10, 11, 12 and 13, 1921. T. W. Dixon, Secretary-Treasurer, Charlotte, North Carolina.

Southeastern Retail Hardware and Implement Association (composed of Alabama, Florida, Georgia and Tennessee), Atlanta, Georgia, May 17, 18, 19 and 20, 1921. Walter Harlan, Secretary, 701 Grand Theater Building, Atlanta, Georgia.

Mississippi Retail Hardware and Implement Association, Great Southern Hotel, Gulfport, Mississippi, June 14, 15, and 16, 1921. E. R. Gross, Secretary, Agricultural College, Mississippi.

Sheet Metal Contractors' Association of Ohio, Hotel Gibbons, Dayton, Ohio, July 19, 20, and 21, 1920. William J. Kaiser, Secretary, 123 East Chestnut Street, Columbus, Ohio.

Retail Hardware Doings.

Arkansas.

Fones Brothers Hardware Company at Little Rock has constructed a new building at the corner of Second and Rock Streets.

Illinois.

Earl Smith has sold his interest in the firm of Baker, Smith and Unland at Lincoln. Hereafter the concern will operate under the name of Baker and Unland.

Iowa.

Reinhart F. Ris, formerly of J. Ris and Brother, is now connected with the F. M. Jaeger Hardware Company of Dubuque.

Kansas.

Cleo K. Benton of Fort Worth, Texas, is planning to establish a store in Wichita.

Minnesota.

A. E. Knudson will open a hardware store at Wadena February 1st.

Taylor and Schwartz traded their Morristown Hardware Company, hardware and implements, to Arthur and Carl Sohre at Morristown.

Ohio.

The Stewart Lieb Hardware Company has been incorporated with a capital of \$2,500 by C. H. Stewart, S. J. Lieb, Mrs. C. H. Stewart, H. C. Cummings, of Cleveland.

South Dakota.

J. R. Francis will open a hardware store at Mueado. Archer Supply Company has been succeeded in its hardware business at Finley by A. M. Sandaker and H. Petterson, who will continue the business under the firm name of Finley Hardware Company.

Texas.

Allen Hardware Company has been incorporated with a capital stock of \$30,000 by R. C. Allen, W. W. Soodson and A. D. Sanford of Herans.

Wisconsin.

Charles H. Behrns sold his hardware store at Eldorado to A. E. Schultz.

Advertising Help and Comment

Send Us Copies of Your Advertisements. Let Us Help You Get Bigger Results by Advice and Suggestions. The Service Is Free. Don't Hesitate to Take Advantage of It.

Let Your Copy Be Sincere.

It is a wrong idea of advertising to suppose that it is a device for tricking people into buying goods.

Do not let yourself get into the habit of thinking that your advertisements must be cunning and clever.

On the contrary, the biggest results will come from letting your advertisements reflect yourself.

If you are friendly, honest, and sincere, you will hold the customers that come to you because your advertisements will be kept clear of misleading adjectives and all manner of chicanery.

* * *

Spend Money in Order to Make Money.

It is an adage, old as the hills, that in order to make money you must spend money.

The more money you spend wisely on advertising, the more money you make.

This statement should be qualified, however, by saying that you must build your business in harmony with good advertising.

This implies genuine service, genuine courtesy, genuine quality, genuine friendliness, and a store kept in such a way as to be part of all these things.

* * *

In Texas an ice cream freezer can be sold easily at any time of the year.

As a rule, the weather there is mild enough to render ice cream enjoyable in January as well as in July.

That is why there is nothing unseasonable in the advertisement of Simon Daniels reproduced herewith from the *Daily Sun*, Corsicana, Texas.

Indeed, it may be said with truth, that all the articles featured in the copy find ready demand month after month.

The advertisement is well word-

ed and attractively designed. It deserves praise for the plain statement of prices.

The fact that this advertisement is commented upon in these columns during our northern winter opens the way to a series of suggestions.

Many merchants have fallen in-

social functions in the home even when the mercury in the thermometer is far below the zero mark.

There is no reason in the nature of things why the department stores should have a monopoly of the sales of ice cream freezers during the winter months in the North.



OUR
PRICE
IS **\$5.50**

It takes one of these folding camp cots to make your camping, fishing or hunting outfits complete. Buy one now while you can get it at our price.

**CEDAR
PAILS
\$2.25**

These are the first Cedar Pails that we have had in stock since the "before the war", period. Cedar pails make the best possible water buckets. They keep the water cool and in a condition fit to drink.



The Frost King ice cream freezer freezes ice cream in from three to five minutes with but ten to fifteen pounds of ice. No other ice cream freezer on the market has a reputation as good as this. We will save you money when you buy the freezer, and the freezer will save you more money after you have bought it.

SIMON DANIELS
Hardware, Furniture, Implements
Corner Beaton St., and Third Avenue.
Phone 979.

to the habit of classifying their goods with relation to seasonal demand.

They make no effort to sell goods out of season. Rarely does one see a display of ice cream freezers during the colder months of the year in northern cities.

Nevertheless, the custom is growing of serving ice cream at

The very oddity of displaying ice cream freezers in cold weather is certain to attract attention. Every sale means more income for the store.

Therefore, it is well to give an unusual touch occasionally to one's advertisements by presenting for consideration commodities out of their regular season.

Selling Warm Air Heaters Is Different from Playing Poker, Because a Bluff Won't Replace Good Service.

The Location and Exposure of the House Have Much to Do With the Size of Grates Required to Give Satisfactory Heat.

Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD by J. C. Greenberg, Peoria, Illinois.

(Copyright, 1921, by J. C. Greenberg.)

"I'll just raise you two bits," came from Pete, "if you've got anything in your mit, you'll call me."

"If I've got anything, I'll call hey?" answered Rudy. "I'll not only call but I'll raise you two bits more. How do you like that?"

It was between Pete and Rudy.

Jim, Heiney, and myself dropped out. It looked interesting as far as it went, but it did not go far enough.

Pete laid down three little fours, and Rudy raked in a six dollar pot on two lone kings. He just naturally bluffed Pete out that was all.

Pete was a little sore about this, but being a good sport, he tried to laugh it off—but put yourself in his place and see how you would like to lose a nice little juicy pot to a bluff.

It was then about ten thirty, and Mrs. Pete had a lunch on tap, so we laid the cards away, and fixed our faces for the feed.

"Rudy," laughed Pete, "you play poker just like you do business. You have a knack of bluffing a customer too, but some day you will meet your man and lose some business. This last pot put me in mind of that furnace you put in at Green's on Oliver Street."

"I don't get you," said Rudy. "What do you mean about Green's job? What was the matter with it?"

"Oh nothing at all," answered Pete, "only you bluffed him into taking a 24-inch fire pot against my bid on an 18-inch fire pot, and made him believe that it was good advice. You got that sale on a bluff."

"Here, here," came from Jim and Heiney in unison, "this is a card party not a business session. Cut this shop talk."

It was getting interesting. I did not say a word, but to tell the truth, I would rather talk shop if there is anything to be gained by it than play poker. So I just said nothing and sawed wood. What else could I do?

"Cut out nothing," answered Rudy. "The only way to teach Pete anything is to explain it to him."

"Go ahead and explain your head off," laughed Pete. "I'm always willing to learn anything good. How about it? Just how did you get the idea that a 24-inch fire pot was right?"

"It won't take long to explain it, Pete," assured Rudy. "While you were selling him a fire pot, I was selling him service, that's all."

At this point Heiney laughed out loud and said: "You, Rudy, give me a pain in the neck with all that service clatter. I say, sell a man a furnace if he wants one, sell him the one he wants, get his money and get

on the next job. All this bunk about service gets my goat. There hain't no sech thing."

Jim backed Heiney up in this by saying:

"What has service to do with a furnace anyway? The Lord knows that any profit there is in any furnace is well earned by us. As far as I am concerned, I'm not losing any sleep over service. After the furnace is installed, it will be ten years before you will make ten dollars out of it."

"They may want it cleaned once in two years and that's about all," he continued. "As long as they feed the brute with coal it will shoot the heat up. And if they stop feeding him there will be no heat, service or no service. It takes coal, and plenty of it."

"That's what I say," Pete chimed in, "but maybe after all Rudy has something good to offer along the line of 24-inch fire pots."

Then, turning to Rudy, he said jokingly:

"You have the floor Rudy, shoot it across and vindicate yourself about that 24-inch fire pot."

Rudy adjusted his spectacles, lit a cigar and began:

"Now fellows, this discussion is not about fire pots at all. It is about service. You fellows do not believe in it, and I do. You say there is nothing in service, while I say that's all there is. Now then lend me your ears:

"This Green job is installed in a seven room house on the Bluff. You all know that the Bluff is a cold place in winter. Colder than in the lower end. Well, when I sell anybody a furnace, I take into consideration the location and exposure of the house. Then when I satisfy myself as to this, I determine what kind of a furnace he should buy."

"There you are," exclaimed Pete, "What did I tell you? He determines what kind of furnace the customer should buy. Ain't that rich for a bluff? Yes sir, just like he plays poker—all bluff."

"Now just hold your horses," Rudy protested. "I am getting to what I want to say about service. This man Green came to me and wanted me to bid on this job. After I looked the case over, I decided that he needed the 24-inch fire pot—

"Now you're wrong again," interrupted Pete. "He wanted an 18-inch fire pot because that is what he asked me to bid on, and I bid \$265.00, while you bluffed him for a 24-inch fire pot at a figure of—

"Three hundred fifty dollars," Rudy finished for him.

"And bluffed Green out of \$85.00," Heiney ventured to say.

"No fellows, I did not bluff him at all. This is

where service comes in," Rudy insisted. "While you were selling him a fire pot, I was selling him grate service. I figured that his house was to be warm in zero weather, and my 24-inch fire pot has an 18-inch grate service. You Pete, figured an 18-inch fire pot with a 16-inch grate service which is not sufficient for this house to keep it warm. This good advice to Green was sound, and will save him a lot of grief at a first cost of \$85.00 over your bid and inferior service. Do you get me Pete?"

"Yes I get you all right Rudy," admitted Pete, "but he will have to use coal in your furnace just the same as in the one I figured on won't he?"

"Of course he will have to use coal," answered Rudy, "but coal does not heat the house. Coal only furnishes the medium to warm the air that comes down the cold air register. If you have plenty of grate area to admit the air, you warm more air with the same amount of coal don't you?"

"Yes," admitted Pete.

"And," proceeded Rudy, "the more air you heat the more warm air you send up to the rooms, don't you?"

"Yes," Pete answered.

"Then," Rudy continued, "it is very logical that the more warm air you have in the house the warmer it is—isn't it?"

"Yes," answered Pete.

"Well then," asked Rudy, "isn't that what Green bought that furnace for?"

"Oh you argue all right," answered Pete, somewhat embarrassed, "But the way you put it, it appears that the furnace I offered, he would not get any heat at all."

"Oh yes," assured Rudy, "he would get heat all right, but it would not be the right quantity of heat. It would take much more coal to heat the lesser amount of air. Coal costs money, and Green would have to pay too much for his heat. Do you understand me Pete?"

"As I take it," Jim spoke up, "you are losing sleep over the amount of Green's coal bill—weren't you Rudy?"

"Sure I was Jim," smiled Rudy. "It is not service if you do not consider a man's coal bill. Your customer should get heat and keep warm at the lowest possible cost. This consideration is called service."

"Well, I differ with you, Rudy," answered Pete. "I believe in selling a man what he wants, get his money, and let him do his own worrying about the price of coal."

"Of course I can't change your business ethics," said Rudy kindly. "But I will say that this much, a customer only thinks he knows the kind and size of furnace he needs. He gauges his furnace by the amount of dollars he has, while we furnace men should gauge the furnace by the service he must have."

"No customer has a right to dictate to a professional furnace installer," he added. "You must understand that our profession is to install furnaces, and we should insist on giving professional advice. If a customer will do this he will have a serviceable installation. We as business men should have the

courage of conviction to run our own business, and not let a customer run it."

"I explained to Green why I advocated a 24 inch fire pot," he continued, "and showed him the advantage of the consideration of grate area instead of how much coal the fire pot will hold. He saw the wisdom of it, and gave me the job at \$85.00 more than your bid. You may call this bluff, but I call it good sound scientific business."

"Oh it is scientific all right enough," Heiney chimed in. "It is scientific to the extent of \$85.00. Oh you are a fox, Rudy, old kid. I just wonder what thanks Green will give you for saving him coal."

"Oh well," said Rudy proudly, "I already have my thanks. Green's brother will build a house this fall, and, believe me boys, Green landed that job for me, and you bullies never had a look in. Do you believe that service is the thing?"

This last remark fell like such a surprise usually does.

Mrs. Pete was becoming anxious about her splendid lunch. It was getting cold. So she stepped in and said:

"If you men don't stop talking shop, I'm going to bed. Better move to the table and have something real sensible."

After the lunch was finished, Pete spoke up and said.

"Rudy, and you other fellows, I believe I have learned something tonight. I am convinced that the proper way to figure a furnace is on the grate capacity and not the fire pot. It looks good to me, and from now on, I shall figure along scientific lines. I believe Rudy is right. Grate capacity is right, and fire pot capacity is wrong. Rudy, I'm for you strong."

"I'm glad you woke up to a good thing, Pete," answered Rudy. "Now I want to tell you another good thing. You can not sell goods like you play poker. You may get away with a bluff at poker, but you must show your hand in business such as ours is. Play the game square, and have your customer's interest at heart. If you will do this, you will not have any grief, and you will not lose any sleep. Just put this in your pipe and smoke it. Good night Pete, you old fire pot peddler."

Everybody laughed, and the little party broke up in fine style.

I came out \$2.80 loser in case anybody asks you.

Furnace Special Edition Brings Subscription.

TO AMERICAN ARTISAN AND HARDWARE RECORD:

Please find enclosed check for \$2, for which mail me your magazine for one year from date.

Your Special Warm Air Heater edition pulled this subscription *right out of my pocket.*

Yours truly,

C. P. BOWKER.

Highland, Michigan, January 24, 1921.

Labor is the foundation of many a big fortune—but not necessarily of the laborer's.

Practical Helps for Tinsmiths

No Two Jobs Are Exactly Alike. Therefore, the Sheet Metal Worker Has to Meet Each Difficulty as It Comes. Send Your Problems to Us. Let Our Experts Help You.

PATTERN FOR AUTO BODY BOAT DESIGN.

By O. W. Kothe, Principal St. Louis Technical Institute and Instructor in the David Rankin, Jr., School of Mechanical Trades, St. Louis, Missouri. Written especially for American Artisan and Hardware Record.

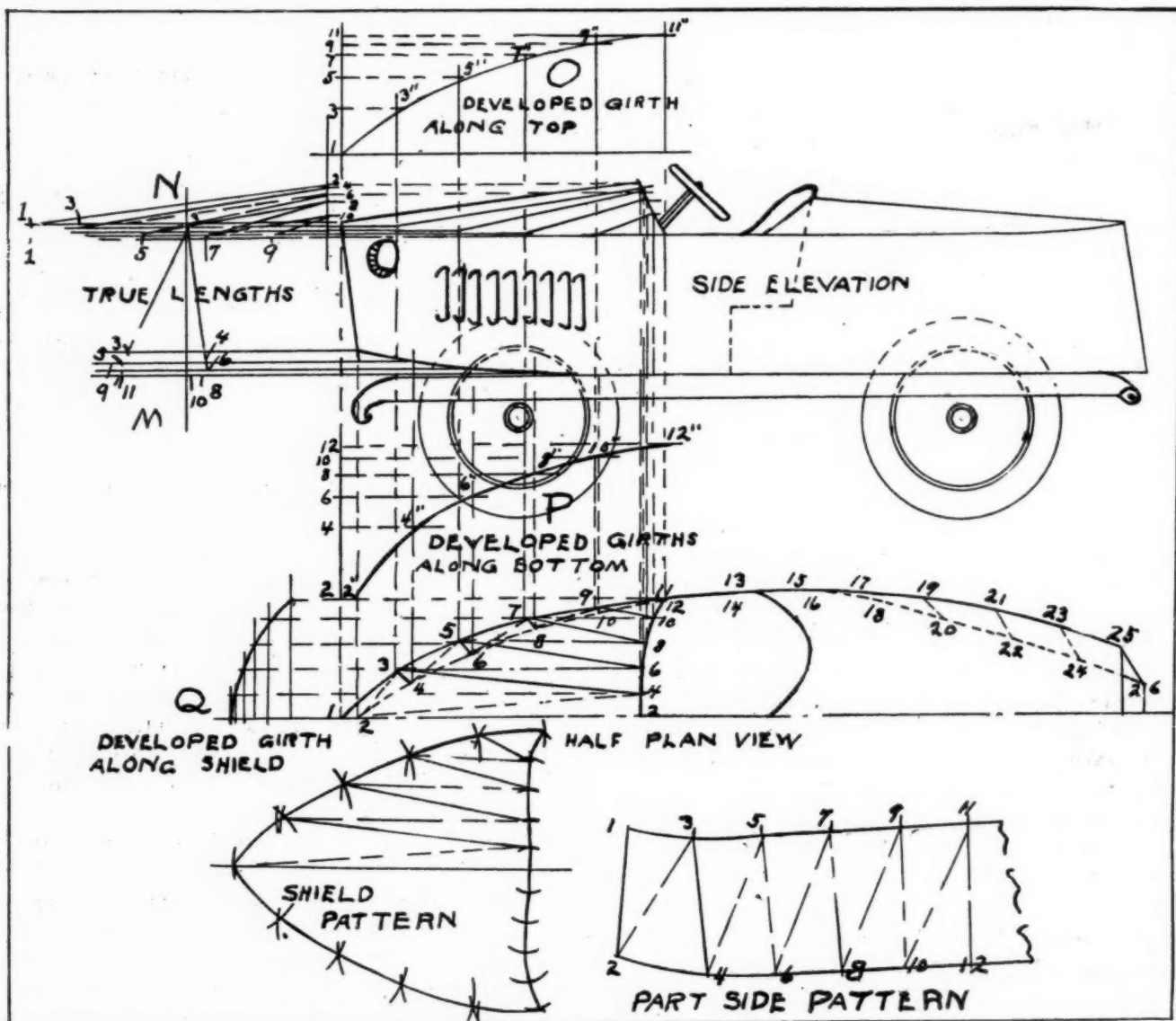
Very often, odd shaped bodies are designed on automobiles for advertising purposes. One of the nov-

the lengths, and bow and stern lines, also fill in the shield lines in front and back.

After this, detail the outlines of half plan, making the curves to suit measurements or line desired.

Divide each line in equal spaces, arranging the spaces to come even about the seat as 11-12 and 13-14.

Draw the triangular lines, and erect lines into elevation to enable drawing those lines.



Pattern for Auto Body Boat Design.

elties met with is a boat shaped body, with advertising matter painted here and there in an artistic manner.

The shape the lines of body must take is something the customer would have something to say about. In the same way all fixture openings, etc., must be made to suit orders or measurements.

Then design outline of boat, making the bottom and top lines to the shape you wish them to take. Measure

This prepares the working drawing for determining the true lengths and also the enveloped girths.

In this case we only treat the front part of boat, and we see both the top and bottom curve upward as well as flare outward.

So we have a change of altitudinal points at top and bottom. This is done by projecting horizontal lines over from each point as at M and N.

With dividers pick the plan spaces as 1-2; 2-3; 3-4; 4-5, etc., and set over in diagram M, as 3-5-7-9-11; also 4-6-8-10.

Draw lines to the altitudinal height to correspond with base, and you have the true lengths M. Those at N are developed identically the same.

Now as the top and bottom curves upward and the plan curves outward, we must develop a true girth along this edge.

So with dividers pick the half diameter of plan as 3-5-7-9-11 from center lines, and set on line as 1-11 in O.

Then pick the curve line at top of elevation—each space separately, and set on the horizontal line.

Erect lines and where these intersect with those in the vertical line, you have 1"-3"-5"-7", etc., as the true girth. The same holds good with the bottom girth.

Pick the half diameters from center line of plan as 2-4-6-8-10-12 and set as 2-12 in P. Then pick the curve on bottom of elevation and set on horizontal line.

The intersections 2"-4"-6", etc., gives the true girth along bottom. Observe owing to the slight curve in this case, the difference past the vertical lines of plan are not noticeable.

To set out the developed girth for the shield, pick the spaces from the slant line of elevation, and set as at Q.

Then erect lines and bring over horizontal lines thereby making that curved girth as shown at Q.

This finishes all the working drawings and enables setting out the patterns.

To start the pattern for shield, draw a line equal to the length of shield 1-2 of elevation.

Use girths from O and Q and true lengths from N thereby producing a pattern as shown.

For the side of boat, start with 1-2 of elevation, then use girths from O and P as 2-4-6-8, etc., also 1-3-5-7, etc.

Use true lengths from M, and continue this until the full side is finished.

The style of bottom, and edges to be allowed, and other reinforcing work must be made to suit.

Generally the wood ribs are fitted in by the wood shop, and the metal worker can lift his patterns from it by means of wrapping building paper over the wood work. All of this is generally left to the workman's judgment.

Gives Formula for Making Antique Copper Finish.

A subscriber asks for a good formula for putting an antique copper finish on iron and steel such as door butts, knobs, locks, etc.

The clearest instructions we know are as follows:

To bronze cast-iron the first step is to clean the surface and then coat it uniformly with a layer of olive oil (a low grade will answer), then heat it, without, however, raising the temperature to the burning point of the oil. This will cause the cast-iron, as the minute the decomposition of the oil is accomplished, to absorb oxygen and will cause the formation of a brown surface of oxide, whose adherence is very firm. It will

acquire a good polish, thus giving the surface of the cast-iron a bronze-like appearance.

Iron articles are easily coppered or brassed by dipping in copper solutions, or else coppered or brassed by the galvanic method; these coatings also scale off after a short time, especially if the iron surface was not thoroughly cleaned, when exposed to the influence of moist air. By the following process it is easy to provide iron articles with a handsome bronze-colored protoxide coating; it resists the influence of humidity pretty well, and besides this, the operator has it in his power to produce any desire bronze color in a simple manner.

The cleansed and scoured articles are exposed to the vapors of a heated mixture of concentrated hydrochloric and nitric acids (1 and 1) for from two to five minutes; and then, without unnecessarily touching them, heated to a temperature of 300 to 350 degrees. The heating is continued until the bronze color becomes visible upon the articles. After they have been cooled, they are rubbed over with petroleum jelly, and again heated until the jelly begins to decompose. After cooling, the article is anew rubbed over with petroleum jelly. If now the vapors from a mixture of concentrated hydrochloric and nitric acids are permitted to operate upon the iron article, light red-brown tones are obtained. However, if acetic acid is mixed with the mentioned two acids, and the vapors permitted to operate upon the iron, oxide coatings are obtained, possessing a handsome bronze yellow color.

To secure a bronze-like surface on iron and steel, and one impervious to oxidation, first clean the object, then expose for two or three minutes to the action of the fumes of a heated mixture of nitric and hydrochloric acid in equal proportions at a temperature ranging from 550 degrees to 660 degrees Fahrenheit. When the object has cooled rub it with vaseline and then heat until decomposition of the vaseline commences. Repeat the vaseline treatment. Should a coloring lighter than bronze be desired mix acetic acid with the other acids. In making this bronze one should be very careful both in handling and preserving these acids.

Peoria Local Plans to Get More Business for Trade.

The conviction is firmly held by the Peoria Sheet Metal Contractors' Association that its members can enlarge their business through the help of an organization in which all pull together.

At the regular meeting of this Local held January 24th in Peoria, Illinois, the metal shingle feature of the sheet metal business was thoroughly discussed from many angles of practical application.

J. G. Holch, sales representative of the Milwaukee Corrugating Company, Milwaukee, Wisconsin, gave a talk on the possibilities of trade development along this line.

He illustrated his treatment of the topic with a large display of samples of metal shingles, trimmings, and other materials produced by his Company.

At the close of his talk, the display was carefully examined by those in attendance and many questions relating to the articles were asked and satisfactorily answered.

Michigan Sheet Metal Locals Keep Things Moving.

On January 12th the Flint Sheet Metal Contractors held a party for their members and wives in the new club rooms. Following a supper at 6:30 p. m. which



Frank E. Ederle, Secretary
Michigan Sheet Metal Con-
tractors' Association.

was served by the gentlemen, the evening was spent in progressive pedro.

First prize for the ladies was won by Mrs. J. J. Aubry while Mr. J. B. Harlan won the gentlemen's prize.

Mrs. Fred Hossie and Mr. J. J. Aubry won the consolation prizes.

This is the first of a series of parties which will be given and if the remaining affairs are as successful the committee in charge will be deserving of great credit.

The members of the Flint local fully realize the value of associating with their competitors for entertainment as well as business.

Mr. Wm. Schweitzer, chairman of Hotels Reservations Committee is mailing out cards for the state members to fill out so that he can properly take care of their reservations. Nothing is being left undone by any of the Flint Convention Committees to make this meeting the greatest in the history of the organization.

Secretary Frank E. Ederle has completed the Souvenir Program Book for the Flint Convention and it is now being printed. He expects to have it in the mail by Saturday, January 29th. The program proper contains the names of many men of national prominence and seems to be well balanced from start to finish.

Members of the Battle Creek Sheet Metal Association together with their wives sprang a complete surprise on C. H. Ederle, father of Secretary Frank E. Ederle, Friday night, January 21st. The event was in celebration of Mr. Ederle's sixty-fifth birthday. Following a 7:00 o'clock dinner progressive cards furnished entertainment for the evening.

Mrs. M. L. Jones won the ladies' prize and Ben Brockett captured the one offered for the gentlemen.

As an indication of the kind feeling held for Mr. C. H. Ederle he was presented with a handsome traveling bag with instructions to see that it is well filled when he starts for the Flint Convention.

The members of the Michigan Auxiliary are having a very spirited contest in securing new members for the association this year. Already about sixty-five new members have been added and more are to follow.

The association is offering a traveling bag as first

prize to the traveler securing the most members and it seemed all the year that Tom "Gilt Edge" Peacock would have an easy time winning it, but W. E. Chalk of the W. J. Burton Company and H. E. Doherty of the Detroit Safety Furnace Pipe Company are crowding him very hard and unless Tom has a few up his sleeve either might beat him out.

Trade Development Committee Asks for Cooperation.

In order to make a survey of the conditions prevailing in the sheet metal industry, P. F. Brandstedt, chairman of the Trade Development Committee of the National Association of Sheet Metal Contractors, is sending out a questionnaire to all secretaries of Locals in the national organization.

"Without this survey," says Chairman Brandstedt, "it is difficult to make a drive for improvements."

"This is only the beginning of this activity," he adds. "Other letters will follow until the entire industry is covered."

The text of the first letter is as follows:

In order to promote Trade Development along the lines as laid down by your National Trade Development Committee, it will be necessary for each city to cooperate.

This cooperation is possible if your local trade development committee will do the research work as requested by the National Committee as same applies to your local condition. The only way to arrive at a plan of action that will cover our field is to make a survey of the actual conditions existing and why they exist.

In a letter sent out by this committee about 8 months ago certain information was requested for the purpose of getting a line on local conditions. Since that failed we again send out this letter and we certainly expect a response to the same for the good and sufficient reason that without your help in such a splendid and valuable work, to you as well as ourselves, nothing can be accomplished.

First—

a. We want to know how much cornice work is being done in your city? (This question is a broad one, so let us help you. On new building work, say for the last 5 years.

b. How many buildings (ratio) are built with a Metal Cornice? (One out of ten? One out of five?)

c. What is a fair approximation of the cost of cornice work on such buildings?

d. What materials are used for building ornamentalations where Metal could be used? (Terra-cotta? Stone? Brick?)

e. Do you try to induce your architects to use Metal in place of any other materials?

Second—

a. How much Tin roofing is being done in your City?

b. In what ratio is Tin roofing being applied compared to composition roofing?

c. What can you do to increase the demand for Tin roofing?

d. Are you making any effort through your Association to increase the use of Tin roofing?

e. How does your local underwriters' board class composition roofing?

Third—

a. What amount of Ventilation is being done in your City?

b. Is this work controlled by the Sheet Metal Shops or by the Steam or Hot Water Heating Contractor?

c. Are metal ducts used in the work or are such as tile flue lining and brick construction being substituted?

d. Have you any building regulations or sanitary laws requiring ventilation for your buildings in your City?

e. What effort have or can you make to bring this about?

Fourth—

a. What materials are mostly used for Skylight construction?

b. Have you any building regulation covering this class of work?

c. In your experience, in your locality, which light proves the most satisfactory, glass set with or without putty?

d. If any other materials are used, which is the material that displaces Sheet Metal Skylight construction?

The foregoing is a partial list of work as it enters into our business and we request that your Local Association give this matter for answer to your Local Trade Development Committee with instructions to have the various questions answered by your next meeting and then return to the Chairman of the National Committee, which should be not later than March 31st.

By February 28th you will have another list of questions to answer and data to gather so please co-operate with us, for to do so means trade expansion in its ultimate results.

The Trade Development Committee,

P. F. BRANDSTEDT, Chairman.

222 John Marshall Place, Washington, D. C.

Zanesville, Ohio, Local Has Had Prosperous Year.

According to a report by L. W. Henslee, formerly secretary-treasurer and now President of the Sheet Metal Contractors' Association of Zanesville, Ohio, the Local has just passed through the best year of its existence.

From a business point of view everybody has been perfectly satisfied, and in the Association all have worked together for the common good.

"Our attendance for the past year has been far above the average," writes Mr. Henslee. "We are at present planning on leasing a couple of rooms large enough to hold meetings in and to serve also as a club room for the members of this Association.

"On January 6th we held our annual election of officers for the coming year with the following results: President, L. W. Henslee; Vice-President, J. W. Ludy; Secretary and Treasurer, L. H. Weber; Trustees: C. E. Snyder 3 years, W. W. Hutchins 2 years, and R. E. Goff 1 year.

"On January 13th our valued associate, T. J. Cover,

resigned his membership on account of his retiring from the Sheet Metal business. This Association loses a real live member in Mr. Cover, but extends to him best wishes for his success in his future undertakings."

Gives Program of Michigan Sheet Metal Convention.

A well-balanced program, in which entertainment and instruction are properly proportioned, has been devised for the annual convention of the Michigan Sheet Metal Contractors' Association, February 22, 23, and 24, 1921, in Hotel Durant, Flint, Michigan. The schedule of the sessions is as follows:

Monday, February 21, 1921.

8:00 p. m.

Meeting of the Board of Directors.

Tuesday, February 22, 1921.

Reception of delegates and registration.

10:30 a. m.

Opening Session.

Address of Welcome by Mayor Edward Atwood.

Response by President Frank T. Daly.

Pep Talk by W. "Bill" Holler, managing director of the Flint Chamber of Commerce.

Short talk by J. B. Harlan, president of the Flint Local Association.

Appointment of special committees by President.

Adjournment.

Luncheon furnished by the Flint Chamber of Commerce.

2 p. m.

Furnace Session.

This session will be devoted entirely to furnace problems. A thorough explanation of the work of the Warm Air Furnace Research Staff will be given by A. C. Willard, Professor of Heating and Ventilation of the University of Illinois, and A. W. Williams, Secretary National Warm Air Heating and Ventilating Association of Columbus, Ohio.

7:30 p. m.

Theater party at the Palace Theater given by the Flint Local Association.

9:15.

Buffet Lunch and entertainment at the Elks Temple also given by the Flint Local.

Wednesday, February 23, 1921.

9:30 a. m.

Executive Session (For Active Members only).

Election of Officers.

Selection of next Convention and Outing Cities.

Reports of Committees.

Reports of Secretary and Treasurer.

General Business.

9:30.

Travelers' Auxiliary Meeting.

2:00 p. m.

"Business Psychology" by J. C. Greenburg of AMERICAN ARTISAN.

"The Ups and Downs of Prices" by Chas. R. Adair, General Manager Guarantee Title and Mortgage Company, Flint, Michigan.

"The Business Outlook" by J. D. Dort, President Dort Motor Car Company, Flint, Michigan.

Reports of Contest Committee and awarding of prizes.

7 p. m.

Banquet and entertainment given by the Travelers' Auxiliary.

Thursday, February 24th.

9:00 a. m.

"American Plan of Employment" by J. A. Sweeney, Secretary Associated Building Employers of Detroit.

"The Value of Organization" by W. J. Kennedy, President Associated Building Employers of Detroit.

Question Box in charge of Frank Daly.

Showing of Pricing Cards and Cost System by F. E. Ederle.

1:30 p. m.

As guests of the Flint Chamber of Commerce the delegates will be given a trip through the great Buick Automobile factory.

The mintage of wisdom is to know that rest is rust, and that real life is in love, laughter and work.—Elbert Hubbard.

Vaughan and Bushnell Revive a Discontinued Product.

Like other manufacturers the Vaughan and Bushnell Manufacturing Company, Chicago, Illinois, discontinued the



Vaughan and Bushnell Conductor Hook.

It was considered to be a little aside from the concern's line of development at that time.

The trade, however, took a different view of the matter and insisted that the V and B steel conductor hook was one of the best on the market and that any reasonable price would be paid for it if its manufacture was resumed. Yielding to popular demand the hook is now being made as shown.

This is a drop forged hook and has the point ground down so that it can be driven easily into brick or cement. Being of steel it has a strength superior to the ordinary malleable or cast hook and will not break when being driven into place.

Notes and Queries.

Copper Tubing.

From Waldo Siegrist, Highland, Illinois.

Where can I secure one thousand feet of copper tubing?

Ans.—Dallas Brass and Copper Company, 820 Orleans Street, Chicago, Illinois; M. A. Purvin and Company, 53 West Jackson Boulevard, Chicago, Illinois.

Galvanized Band Iron.

From F. Prudhon and Son, Nashua, Iowa.

Will you please tell us where we can buy galvanized band iron $\frac{1}{8} \times \frac{3}{4}$ inches and ten or twelve foot lengths?

Ans.—Ohio Falls Iron Company, New Albany, Indiana; Joseph T. Ryerson and Son, 16th and Rockwell Streets, Chicago, Illinois; Youngstown Sheet and Tube Company, Youngstown, Ohio.

Milk Can Trimmings.

From D. W. Stephenson, Oxford, Ohio.

Where can I get milk can trimmings, bottoms and breasts?

Ans.—A. H. Barber Creamery Supply Co., 306 West Austin Avenue; Mojonner Brothers Company, 739 West Jackson Boulevard; both of Chicago, Illinois.

Arex Ventilator.

From J. H. Barnett's Sheet Metal Works, Dodge City, Kansas.

I would like to know who manufactures the Arex ventilator.

Ans.—Arex Original Siphonage Ventilators, Conway Building, Chicago, Illinois.

Swartwout Ventilator.

From J. H. Barnett's Sheet Metal Works, Dodge City, Kansas.

Where can I buy the Swartwout ventilator?

Ans.—Ohio Blower Company, 9300 Detroit Avenue, Cleveland, Ohio.

Hand Machine to Cut Louvers.

From Ig. Koerner and Son, 124 West Main Street, DuQuoin, Illinois.

Please advise where I can secure a hand machine to cut louvers about six inches long in twenty gauge metal.

Ans.—Joseph T. Ryerson and Son, 2558 West 16th Street, Chicago, Illinois.

Milk and Ice Cream Can Parts.

From E. A. Grapp, Sheet Metal Products Company, 410-412 West Lake Street, Minneapolis, Minnesota.

We would like to know who manufactures milk can and ice cream can parts. We are in the market for seconds of this line.

Ans.—H. Schlotthauer, 140 West Kinzie Street, Chicago, Illinois; National Enameling and Stamping Company, Milwaukee, Wisconsin.

Spark Plug File.

From Herbert S. Weiss, Box 27, Iron Ridge, Wisconsin.

Will you kindly give me the name and address of the manufacturer of spark plug files advertised in AMERICAN ARTISAN some time ago?

Ans.—Henry Disston and Sons, Philadelphia, Pennsylvania.

Stamping Dies.

From F. Y. Jensen, P. O. Box 30, Ephraim, Utah.

Please inform me where I can obtain dies for stamping names on tinware with raised letters.

Ans.—Hoeft and Company, 1600 West Kinzie Street; Monarch Tool and Machine Company, 1901 South Western Avenue; Walsh Press and Die Company, 4709 West Kinzie Street; all of Chicago, Illinois; and Niagara Machine and Tool Works, Buffalo, New York.

Brass Can Screw Tops.

From Ray C. Sorsoleil, 812 Fifth Street, Sioux City, Iowa.

Kindly furnish me with the name of a manufacturer of spun brass can filler screw tops up to and including four inches in diameter.

Ans.—Wheeling Stamping Company, Wheeling, West Virginia.

Acme Well Bucket Bottoms.

From C. F. Smith Company, Trenton, Tennessee.

We would like to know who manufactures the Acme well bucket bottoms.

Ans.—Webster Manufacturing Company, 4520 Cortland Street, Chicago, Illinois.

Cleaning Tinware.

From Hansen and Davies, 500 Grant Street, Akron, Ohio.

We would like to know how to clean old tin kettles to be tinned on the inside.

Ans.—Ordinary tinware is made of sheet iron coated with tin. Acids should never be employed to clean such articles, because they attack the metal and remove it from the iron. Rub the articles to be cleaned first with rotten stone and sweet oil, then finish with whiting and a piece of soft leather. Articles made of solid tin should be cleaned in the same manner. In a dry atmosphere planished tin will remain bright for a long period, but it soon becomes tarnished in moist air.

The amount of stock a dealer should carry depends not upon the room he has or the amount of capital at his command, but upon the demand existing for the goods.

Illustrations of New Patents

Watch This Page. Keep Yourself Informed Concerning Improved Devices Which May Save Labor in Your Shop or Add Another Source of Income to Your Retail Store.

1,363,968. Stove-Lid Lifter. Stanislaus Galwas, Manistee, Mich. Filed December 16, 1919.

1,364,015. Support for Riveting Tools. Alonzo Wolfanger, Trenton, N. J. Filed May 10, 1920.

1,364,016. Can Opener. Bayard Gordon Worthington, Medford, Oregon. Filed May 21, 1919.

1,364,034. Door Closer and Check. William J. Bryon, New York, N. Y. Filed April 28, 1915.

1,364,064. Chain Pipe Wrench. George Lincoln Albert, Dayton, and Edward Harison Allen, and Albert Armstrong, Germantown, Ohio. Filed October 27, 1919.

1,364,069. Lock. Leon W. Brodowski, Trenton, N. J. Filed January 30, 1920.

1,364,079. Washing Machine. Harry J. Criner, Moline, Ill., assignor to D. M. Sechler Implement & Carriage Company, Moline, Ill., a Corporation of Illinois. Filed May 3, 1920.

1,364,122. Electrically Heated Laundry Iron. Edwin N. Lightfoot, New York, N. Y., assignor to The Cutler-Hammer Mfg. Co., Milwaukee, Wis., a Corporation of Wisconsin. Filed September 28, 1917.

1,364,214. Wrench. Charles C. Steward, Detroit, Mich. Filed September 4, 1920.

1,364,220. Cutter and Grater. Ignatius Todaro, New York, N. Y. Filed December 24, 1919.

1,364,221. Jar Opener. De Witt Tower, Spencer, Mass. Filed July 30, 1919.

1,364,262. Spark Plug. Alvin J. Faber, St. Louis, Mo., assignor of one-half to Edward C. Theis, St. Louis, Mo. Filed January 30, 1920.

1,364,269. Ax and Similar Tool. George Holt Fraser, New York, N. Y. Filed March 4, 1915. Serial No. 12,063. Renewed April 2, 1920.

1,364,332. Kitchen Tool. Edmond Verstraete, Belleville, N. J. Filed December 12, 1919.

1,364,361. Drill-Chuck. George Walter Emrick, Brooklyn, N. Y. Filed January 7, 1919.

1,364,371. Camp Stove. John Higham, Los Angeles, Calif., assignor to Combination Folding Camp Stove Company, Los Angeles, Calif., a Corporation of California. Filed September 27, 1919.

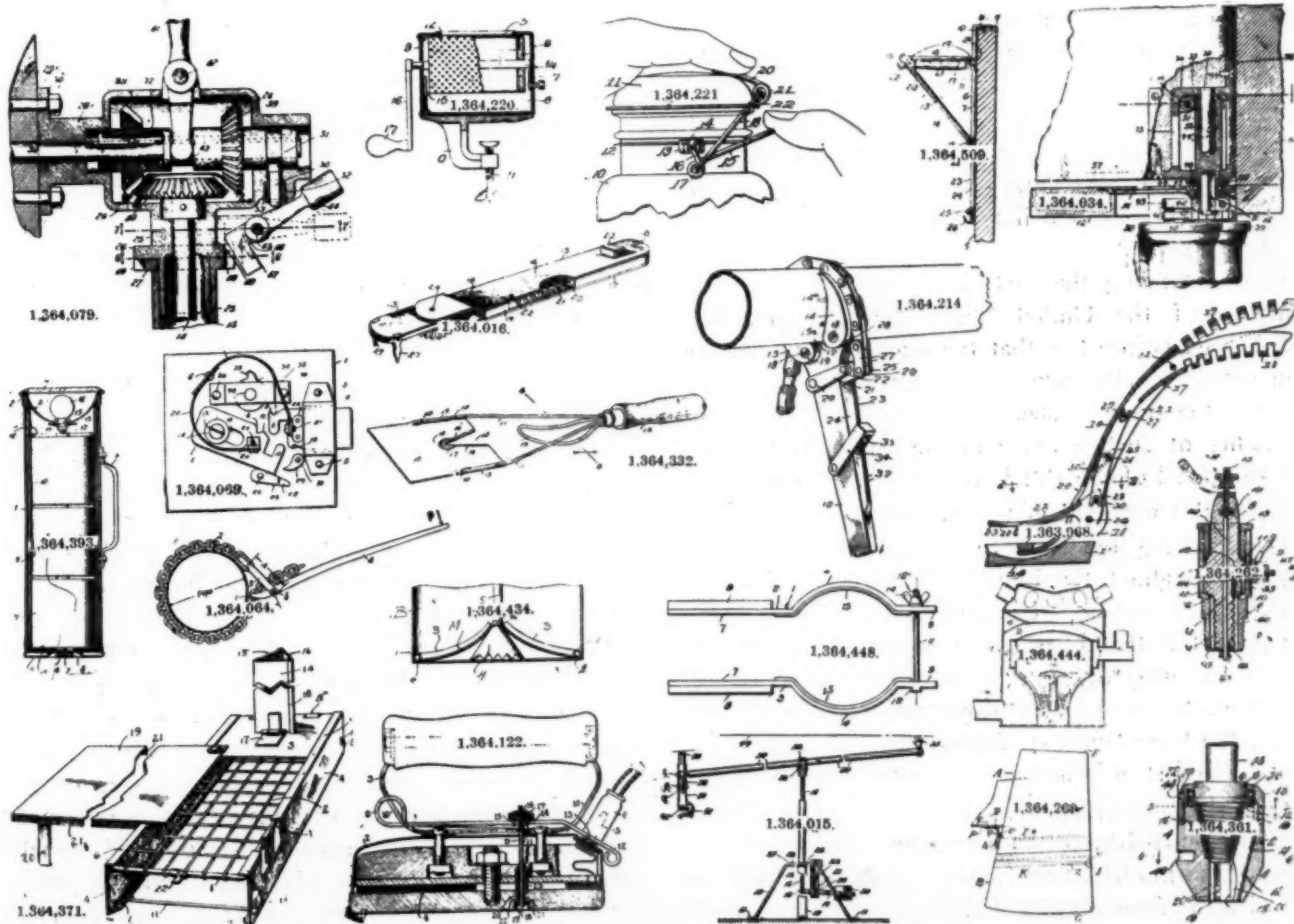
1,364,393. Battery Hand Lamp. Thomas J. Madigan, Brooklyn, N. Y., assignor of one-fourth to James O. Schwank, New York, N. Y. Filed April 6, 1920.

1,364,434. Washing Device. Oliver P. Greenstreet, Quapaw, Okla. Filed March 27, 1920.

1,364,444. Fire Bowl for Furnaces and the Like. William R. Litzenberg, Portland, Oregon. Filed November 8, 1915. Serial No. 60,290. Renewed June 1, 1920.

1,364,448. Wrench. Louis H. Morris, Savannah, Ga. Filed September 19, 1919.

1,364,509. Clothes Rack. Walter A. Nielson, New York, N. Y. Filed September 9, 1920.



Weekly Report of the Markets

General Conditions in the Steel Industry. Review of Prices and Tendencies in Sheet Metals, Pig Iron, etc.

STEEL TRADE IS MOVING SLOWLY TOWARD BETTER CONDITIONS.

Lack of new business still dominates the iron and steel industry, and more announcements of wage cuts are stirring up antagonism between labor and capital.

The matter of prices and price readjustments seems to be held in abeyance pending the advent of real business, and while a few of the independents are shading slightly the real level of the market is sustained at that of the leading interest.

While a few of the independents report better business this is offset by announcements to the contrary in other quarters.

During the week some of the railroads put out more inquiries for rails and equipment, but others announced that their policy in the face of the recent drop in traffic was to curtail on new equipment even to reducing the size of orders already placed.

Some few independent mills started up and others shut down, so that the rate of operations is approximately the same as the week before, that is, between 20 and 30 per cent of capacity, with the corporation's mills operating near 90 per cent. There are between 10,000 and 12,000 men idle in the Mahoning Valley alone.

Warehouse interests and jobbers in various parts of the country report a better trade during the past week, but such was not the case in New York, and export trade shows no improvement, with the possible exception of Japan, which country seems to be recovering.

Resumption of the Inland Steel Company's mills was delayed by the refusal of the workmen to accept the announced wage cut but later on in the week they voted to accept it.

Notwithstanding the fact that Judge E. H. Gary, chairman of the United States Steel Corporation, stated week before last that the management had not even considered the question of a price or wage reductions the trade is speculating considerably on the possibility of such a move in the not distant future and an official of the Pittsburgh mills was reported as saying that a wage cut might be made in April.

The growing tendency towards a general cut in wages throughout the industry is causing labor unrest that is asserting itself more and more every day.

The fact is that labor is organizing to combat the general lowering of wages and business is organizing with the intention of overthrowing the movement, and by far the largest part of the movement is centered in the iron and steel industry.

Samuel Gompers has issued a call for a meeting in Washington February 23 of representatives of 109 national and international unions affiliated with the American Federation of Labor for the purpose of con-

sidering attacks now being made on the trade union movement.

Different associations of manufacturers throughout the country have been very active lately in forming organizations to further the "open shop" plan.

Steel.

A few of the independent mills will shade the general quotations on sheets, plates, bars, hoops, rivets, wire products and track accessories. Even cast iron pipe has been quoted lower.

Distress tonnages are still in the market, and the American Can Company purchased 24,000 boxes of tin plate for \$5.25, ex New York warehouse, as against the firm mill price of \$7, Pittsburgh, while steel bars are offered in New York for 1¾ cents.

About 80,000 feet of standard steel oil line pipe from 1¼ to 12 inches in diameter was thrown on the New York market at a concession on the mill price.

It is reported that the Youngstown Sheet and Tube Company recently booked an order for 2,000 tons of black sheets for first half delivery at 4.18 cents as against the regular price of 4.35 cents.

The third reduction in the past month and a half was made on rivets last week which are now quoted at 4 cents per pound Pittsburgh for structural and 4.10 cents for boiler.

It is reported that the Standard Oil Company recently placed an order for 1,000 tons of blue annealed sheets at \$3 a ton under the market. The Pittsburgh Coal Company announced a cut in coal prices amounting to \$1 a ton of steam slack.

Copper.

The domestic copper market is characterized by an almost total lack of orders and even the recent spurt of buying from Germany has satisfied consumers in that direction for the time being, at least, or cheaper offerings from other quarters have cut in, for no more sales are being made to that country.

The Government's new offerings of the brass shell cases is also having a depressing effect on the market, for brass shells have sold as low, if not lower, than 9 cents recently.

It is estimated that the recent softening in prices by the "distressed" factors has prevented pending purchases from being consummated, the buyers anticipating lower prices still.

A price war has been reported in one publication, but denied by the large producers. The prediction has been made of 16-cent copper before the 15th of March, and was probably prompted by the increased number of orders coming in to the brass manufacturers and pending credit negotiations.

The recent strength both of English and French exchange is a hopeful sign of better conditions ahead, for even if the advances on sterling and francs are in

part due to smaller purchases of American products, there is more hope for the future when the credit of our foreign customers is improving than there would be if business continued to be done at the cost of a further depreciation of exchange. The lack of foreign buying now should be more than made up later on.

Foreign buying in greater volume is already an accomplished fact as far as Germany is concerned at least, and it is anticipated in some quarters that buying by this country will continue for some time at the rate of between 10,000,000 and 20,000,000 pounds monthly.

Lake copper is quoted at from 13.50 to 13.75 cents.

The aggregate of sales for February and March are usually larger than those during the other months of the year and producers and selling agencies do not believe that 1921 is going to prove an exception.

Tin.

Although there has been no change in the Malay Government policy of keeping the price of Straits at equal to £235 c.i.f. London, at the expense of having to buy all new production of the Straits offered under this price, the confidence of the London market is so shattered regarding the success of the policy, that the movement there continues to get out of tin at best price.

The Malay Government, it is estimated, had accumulated about 4,000 tons up to January 1st.

This tin will have to be liquidated some day, and will continue to increase every week that their present policy is continued.

The efforts to interfere with the law of supply and demand has so far proved disastrous.

In the Chicago market a further reduction of prices has occurred, amounting to $1\frac{3}{4}$ cents per pound, both for pig tin and bar tin.

Lead.

During the past week small buying right along has been in evidence but heavy purchases by consumers has been entirely lacking.

Producers were asking 5.30 for New York and 5 cents a pound for St. Louis deliveries at the opening of the week's business but soon shaded these prices to 5.25 and 4.90 cents respectively.

The leading interest continued to quote 4.75 cents for both markets throughout the week but is holding stocks on hand for forward commitments and has little new metal to offer.

Consumers are covered through February at least. The feature during the week has been the attempt on the part of producers to obtain an emergency protective tariff, the outcome of which is still pending.

Chicago prices for American pig lead have declined from \$5.30 to \$5.25 per hundred pounds and bar lead from \$6.05 to \$6.00 per hundred pounds.

Solder.

A reduction of \$1.00 per hundred pounds has been made in Chicago prices, which are now as follows: Warranted, 50-50, per hundred pounds, \$24.00; Commercial, 45-55, per hundred pounds, \$22.00; and Plumbers', per hundred pounds, \$20.00.

Zinc.

Chicago zinc prices softened a little during the week from 6.00 to 5.80 while St. Louis declined from 5.50 to 5.40 cents a pound.

Some of the producers are holding their stocks firmly but enough metal is available to prevent a higher price and firmer market.

Zinc ore production in the Joplin district is being maintained at about 7,500 tons a week. There is little activity in the market at the present time.

Sheets.

Sheet prices are being very well maintained. There may be some shading, and probably there is, but it is quite certain that the shading is very limited in amount and is very far from being general.

Shading is the exception and maintenance of full prices the rule. It should be noted that in most cases rumors of price shading are proved by investigation to be incorrect.

There is some new buying. The volume of business is distinctly moderate, but it is actual business, and the orders bear evidence of representing actual consumptive requirements. Buyers are evidently restricting their commitments to the filling of absolutely known requirements. Thus the market, what there is of it, is of very healthy character.

Tin Plate.

Tin plate buyers seem to have no fear whatever that there may be a shortage of tin plate next Summer, or difficulty in getting deliveries, no matter how much production is lost at this time, and they seem to be confident that no one will have to pay any higher price than the standard \$7 figure.

Some seem to expect prices to be lower in the near future, and some go farther, expressing the opinion that there is some shading at present.

Old Metals.

Wholesale quotations in the Chicago district which should be considered as nominal are as follows: Old steel axles, \$18.00 to \$19.00; old iron axles, \$32.00 to \$33.00; steel springs, \$17.50 to \$18.00; No. 1 wrought iron, \$14.00 to \$14.50; No. 1 cast, \$17.00 to \$17.50; all per net tons. Prices for non-ferrous metals are quoted as follows, per pound: Light copper, 8 cents; light brass, 5 cents; lead, 3 cents; zinc, 3 cents; cast aluminum, 9 cents.

Pig Iron.

Over 2,500 tons of pig iron recently sold in the Pittsburgh district for \$31.50 furnace, and basic has sold as low as \$29.

There is an inquiry in the market from South America for 4,000 tons of pig iron and as the shipping point is New Orleans, Birmingham furnaces will probably take the business at from \$30 to \$32, as the market in that district has been rather soft this week and the \$85 price is not holding.

The feature of the pig iron market for the week was the inquiry of the American Radiator Company for between 5,000 and 10,000 tons of iron, which they will probably get a shade under \$30 a valley.

Current Hardware and Metal Prices.

AMERICAN ARTISAN AND HARDWARE RECORD is the only publication containing Western Hardware and Metal prices corrected weekly.

The prices and discounts quoted on this and the following pages, are, for the most part, subject to change without notice. Owing to the unsettled conditions of the markets and the shortage of materials it is practically impossible for any manufacturer to guarantee his prices for any given length of time.

METALS	HARDWARE	Scratch.	BEVELS, TEL.
PIG IRON.	ADZES.	No. 18, socket Handledper doz. 2 50	Stanley's Rosewood handle, new listNets
Northern Fdy. No. 2.....\$32 70	Carpenters'. PlumbsPer doz. \$29.00	No. 344 Goodell- Pratt, list less.....35-40%	Stanley iron handle.....Nets
Southern Fdy. No. 2.....38 67	COOPERS'.	No. 7 Stanley....." 2 25	BINDING CLOTH.
Lake Sup. Charcoal.....32 70	Barton'sNet	AXES.	Zincd55%
Malleable40 50	White'sNet	First Quality, Single Bitted, 3 to 4 lb., per doz. 16 50	Brass40%
FIRST QUALITY BRIGHT	Railroad.	First Quality, Double Bittedper doz. 22 50	Brass, plated60%
TIN PLATES	PlumbsPer doz. 30.00	Broad.	BITS.
IC 14x20...112 sheets \$13 10	AMMUNITION.	Plumbs. Can. Pat., 6-lb. 65 00	Auger.
IX 14x20.....15 15	Shells, Loaded, Peters.	Single Bitted (without handles).	Jennings PatternNet
IXX 14x20.....16 40	Loaded with Black Powder, 18%	Plumbs, 4 1/2-lb.19 50	Ford Car.....List plus 5%
IXXX 14x20.....17 70	Loaded with Smokeless Powder18%	Double Bitted (without handles).	Ford's Ship....." " 5%
IXXXX 14x20.....19 00	Winchester.	Plumbs, 4 1/2-lb.23 50	Irwin35%
IC 20x28.....26 20	Smokeless Repeater Grade, 15%	BAGS, PAPER, NAIL.	Russell Jennings.....plus 20%
IX 20x28.....30 30	Smokeless Leader Grade...15%	Pounds ... 10 16 20 25	Clark's Expansive33 1/2%
IXX 20x28.....32 80	Black Powder15%	Per 1,000...\$5 00 6 50 7 50 9 00	Steer's " Small list, \$22 00..5%
IXXX 20x28.....35 40	U. M. C.	BALANCES, SPRING.	" " Large " \$26 00..5%
IXXXX 20x28.....38 00	Nitro Club.....18%	Sight Spring.....Net	Irwin Car.....35%
COKE PLATES	Arrow18%	StraightNet	Ford's Ship Auger pattern CarList plus 5%
Cokes, 180 lbs.... 20x28 \$17 80	New Club.....18%	BARS, WRECKING	Center10%
Cokes, 200 lbs.... 20x28 18 00	Gun Wads—per 1000.	V. & B. No. 12.....\$0.45	Countersink.
Cokes, 214 lbs....IC 20x28 18 30	Winchester 7-8 gauge 10&7 1/2%	V. & B. No. 24.....0.75	No. 13 Wheeler's...per doz. \$2 25
Cokes, 270 lbs....IX 20x28 20 30	" 9-10 gauge 10&7 1/2%	V. & B. No. 324.....0.80	No. 20 " " " 3 00
BLUE ANNEALED SHEETS.	" 11-28 gauge 10&7 1/2%	V. & B. No. 30.....0.85	American Snailhead " 1 75
Baseper 100 lbs \$4 68	Powder.	V. & B. No. 330.....0.90	" Rose...." 2 00
ONE PASS COLD ROLLED	DuPont's Sporting, kegs..\$11 25	BASKETS.	" Flat...." 1 40
BLACK.	" " 1/4 kegs 3 10	Clothes.	Mahe's Flat...." 1 00
No. 18-20.....per 100 lbs. \$5 55	DuPont's Canisters, 1-lb.. 56	Small Willow...per doz. 15 00	Dowel.
No. 22-24.....per 100 lbs. 5 60	" " kegs.. 22 00	Medium Willow.. " 17 00	Russel Jennings.....plus 20%
No. 26.....per 100 lbs. 5 65	" " 1/4 kegs... 5 75	Large Willow.... " 20 00	Gimlet.
No. 27.....per 100 lbs. 5 70	" canisters 1 00	Galvanized. 1 bu. 1 1/2 bu.	Standard Double Cut Gross \$3 40
No. 28.....per 100 lbs. 5 71	Hercules "E.C.", kegs.....22 50	Per doz.....\$16 08 \$18 72	Nail Metal Single CutGross \$4 00—\$5 00
No. 29.....per 100 lbs. 5 85	Hercules "Infallible", 25-can drums22 00	BEATERS.	Reamer.
GALVANIZED.	Hercules "Infallible", 10 can drums9 00	Carpet. Per doz.	Standard Square.....Dox. 2 50
No. 16.....per 100 lbs. \$6 35	Hercules "E.C." and "Infal- lible", canisters1 00	No. 7 Tinned Spring Wire..\$1 10	American Octagon... " 3 50
No. 18-20.....per 100 lbs. 6 50	Hercules W. A. 30 Cal. Rifle, canisters1 25	No. 8 Spring Wire Cop- pered1 50	Screw Driver.
No. 22-24.....per 100 lbs. 6 65	Hercules Sharpshooter Rifle, canisters1 25	No. 9 Preston.....1 75	No. 1 Common.....40
No. 26.....per 100 lbs. 6 80	Hercules Bullseye Revolver, canisters1 00	Egg.	No. 26 Stanley.....75
No. 27.....per 100 lbs. 6 95	ANVILS	No. 50 Imp. Dover.....\$1 10	BLADES, SAW.
No. 28.....per 100 lbs. 7 10	Solid Wrought....23 & 23 1/2 per lb.	No. 102 " " Tinned 1 35	Wood.
No. 30.....per 100 lbs. 7 60	ASBESTOS.	No. 150 " " hotel 2 10	Disston 30-in.
BAR SOLDER	Paper up to 1/16.....10c per lb.	No. 10 Heavy hotel tinned 2 10	No.66 26
Warranted,	Millboard 3/32 to 1/4...10 1/2c per lb.	No. 13 " " " 3 30	\$3 45 \$10 05 \$9 45
50-50per 100 lbs. \$24 00	Corrugated Paper, (250 sq. ft.).....\$6.50 per 100 lbs.	No. 15 " " " 3 60	BLOCKS.
Commercial,	Rollboard11c per lb.	No. 18 " " " 4 50	Wooden20%
45-55.....per 100 lbs. 22.00	AUGERS.	Hand.	Patent20%
Plumbers'.....per 100 lbs. 20.00	Boring Machine40@40&10%	8 9 10 12	BOARDS.
ZINC.	Carpenter's Nut.....50%	Per doz.\$11 50 13 00 14 75 15 00	Stove. Per doz.
In Slabs\$5.80	Hollow.	Moulders'.	24x2413 65
SHEET ZINC.	Bonney'sper doz. 20 00	12-inchPer doz. 20 00	26x2616 05
Cask lots13c	Post Hole.	Call.	28x2818 85
Less than cask lots....13 1/4-13 1/2c	Iwan's Post Hole and Well...30%	3-inch Nickeled Rotary Bell,	30x3021 20
COPPER.	Vaughan's, 4 to 9 in.per doz. \$14.00	Bronzed base....per doz. \$5 50	33x3325 50
Copper Sheet, mill base....\$.21	Ship.	Cow.	36x3630 50
LEAD.	Ford'sNet	Kentucky30%	Wash.
American Pig\$5.25	AWLS.	Door.	No. 760, Banner Globe, (single)per doz. \$5 25
Bar6.00	Brad.	New Departure Automatic \$7 50	No. 652, Banner Globe, (single)per doz. 6 75
Sheet	No. 3 Handled...per doz. \$6.65	Rotary.	No. 801, Brass King per doz. 8 25
Full coilsper 100 lbs. \$8 50	No. 1050 Handled " 1 40	3 -in. Old Copper Bell... 6 00	No. 860, Single—Plain Pump6 25
Cut coilsper 100 lbs. 8 75	Patent asst'd, 1 to 4 " 85	3 -in. Old Copper Bell, fancy8 00	BOLTS.
TIN.	Harness.	3 -in. Nickeled Steel Bell 6 00	Carriage, Machine, etc.
Pig tin37c	Common1 05	3 1/2-in. Nickeled Steel Bell 6 50	Carriage, cut thread, 3/4x6 and sizes smaller and shorter30-10%
Bar tin39c	Patent1 00	Hand.	Carriage, sizes larger and longer than 3/4x6...20-10-5%
	Peg.	Hand Bell polished List plus 15%	Machine, 3/4x4 and sizes smaller and shorter...40-5%
	Shouldered1 60	White Metal.....15%	Machine, sizes larger and longer than 3/4x4...30-5%
	Patented75	Nickel Plated....5%	Stove60-10%
		Swiss10%	Tire40-10%
		Miscellaneous.	Wortise, Door.
		Church and School, steel alloys30%	Gem, iron.....5%
		Farm, lbs...40 50 75 100	Gem, bronze plated.....5%
		Each ...\$3 00 3 75 5 50 7 25	